CHROMIUM FURNITURE

catalog No. 41-A

LLOYD

FOREWORD

Profits. Pride. Peace-of-mind. These three things you can enjoy, we believe, through intelligent, consistent promotion of this Lloyd Chromium-plated Furniture.

Profits, because the market is there (and getting bigger all the time, as more people turn to chromium) — and the product is keyed to the market and priced for profitable volume. It provides the talking points you need to make more sales.

Pride, because of the gleaming beauty of this famous Lloyd Furniture — in design, finish, and upholstery. You are happy to have your name associated with it.

Peace-of-mind, because you know you can count on Lloyd furniture to serve your customers well for many years, retaining its beauty and strength. When you sell folks Lloyd quality furniture, they come back to your store—and you're glad to meet them. That is why we are proud to present this distinguished line, and suggest that you check your stock and order now.

★ ★ ★ ★ ★ ★

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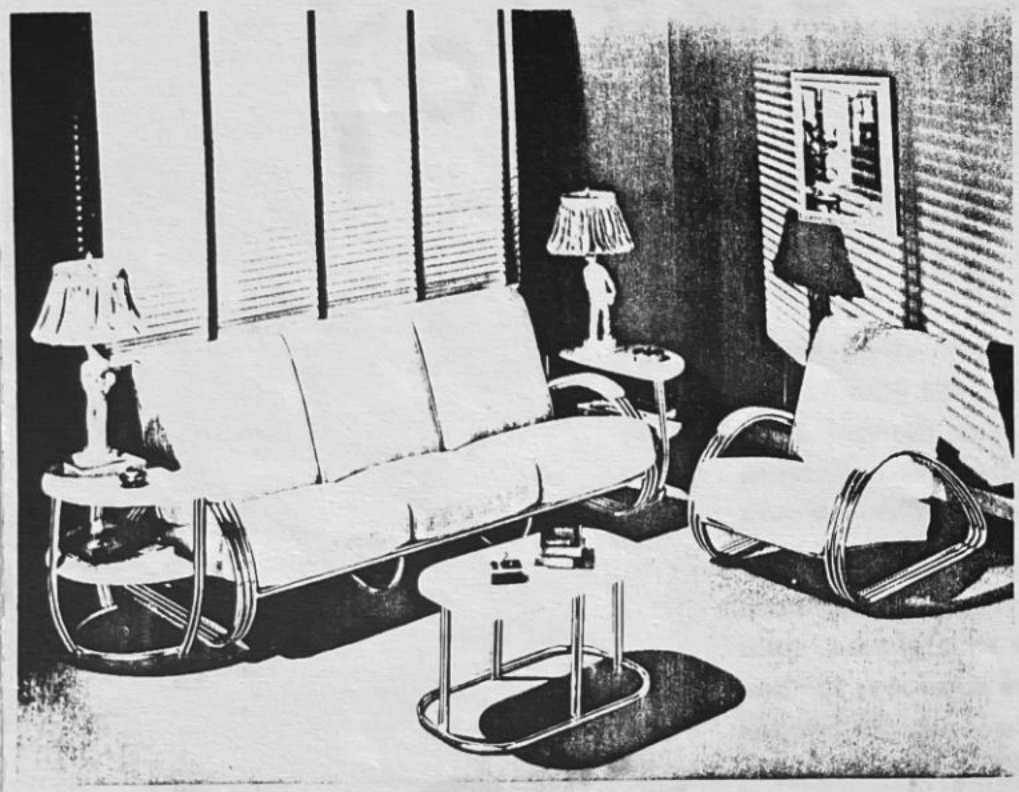
LLOYD *Chromium Furniture*

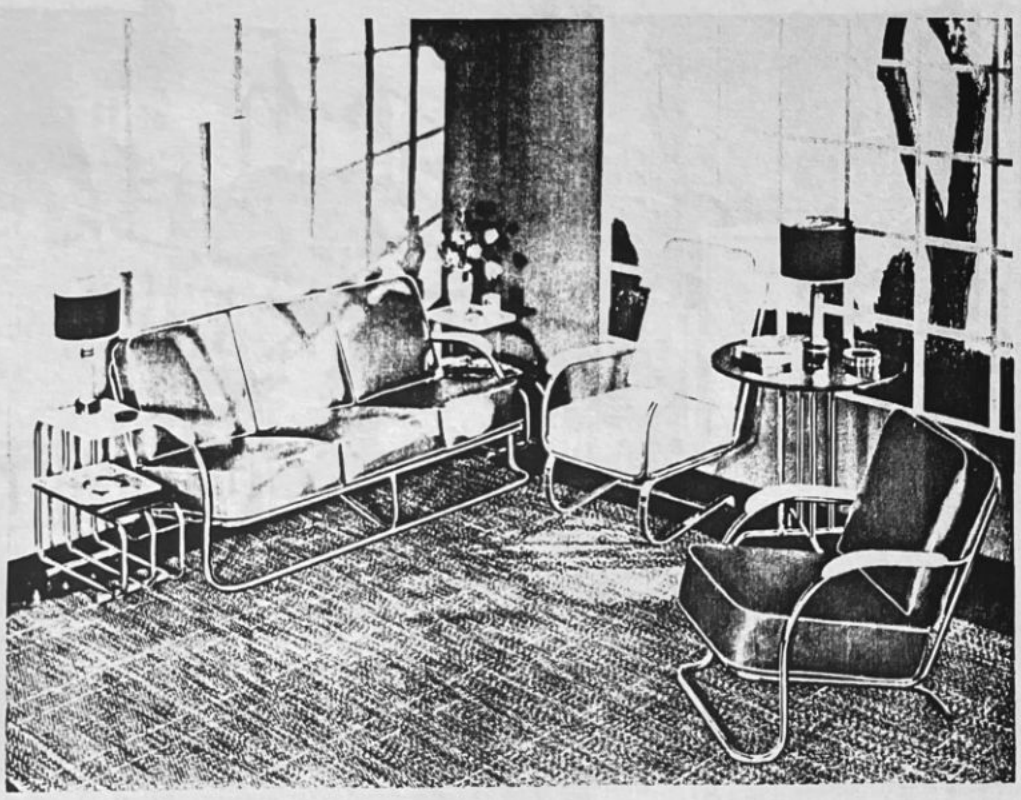


FOR THE LIVING ROOM. Its fresh, ever-new look makes this handsome furniture a constant joy to the home-maker.

Modern but not extreme — combining up-to-the-minute beauty with old-fashioned comfort — Lloyd Chromium-plated Furniture is a furniture to be lived with, enjoyed, for many years. It is a furniture one can show with pride, secure in the knowledge that it is always in good taste. Lloyd is a sound investment, too, its long life makes it most economical.

FOR THE LIVING ROOM. A wide choice of upholstery colors and fabrics makes possible many pleasing combinations.

LLOYD *Chromium Furniture*

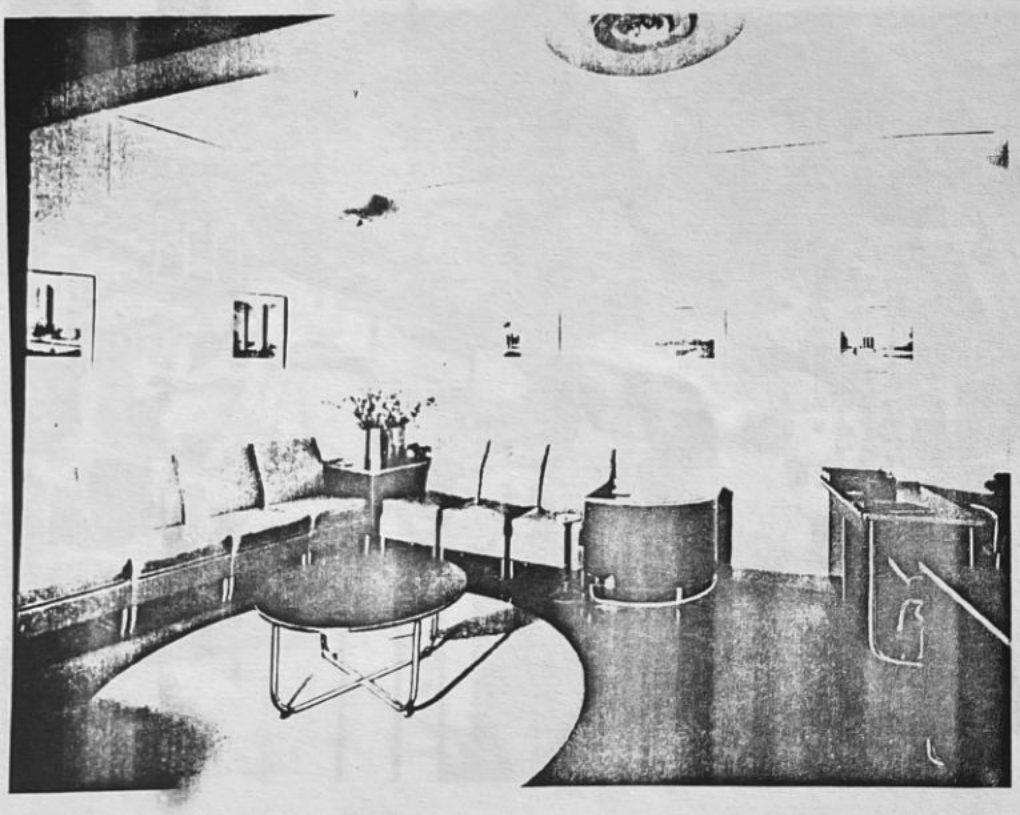


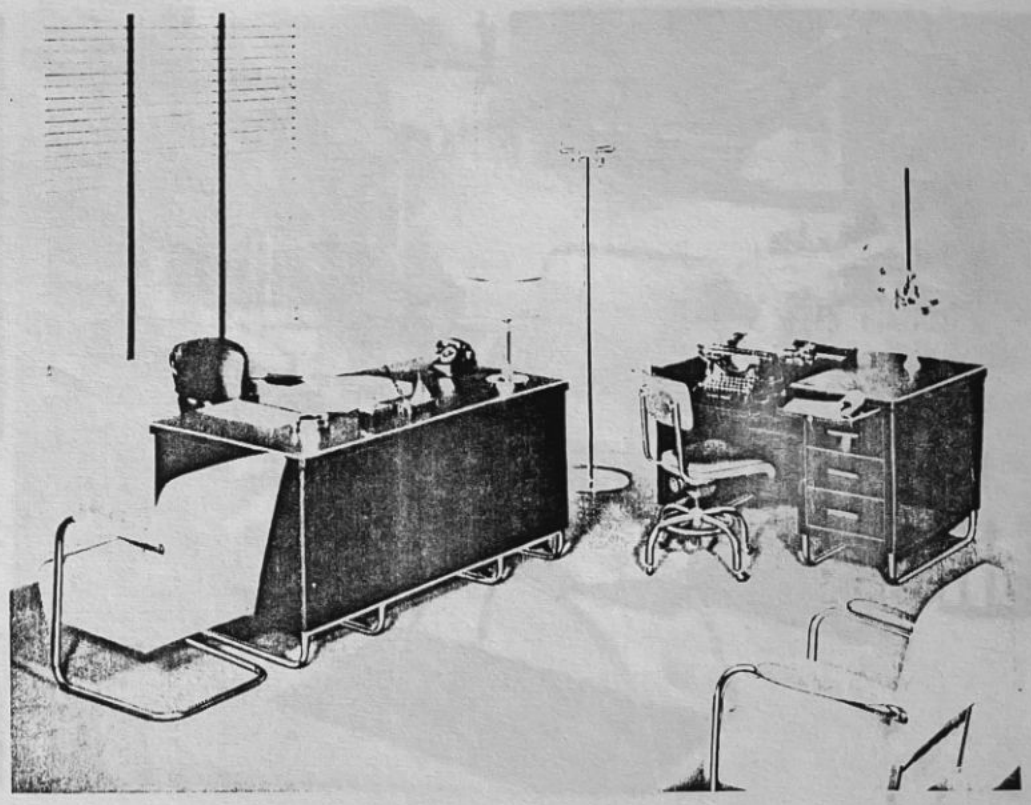
ABOUT THE HOUSE. Living room, sun room, recreation room — these are some of the places in the house where this furniture brings charm with economy.

Wherever comfort is desired, Lloyd Chromium-plated furniture fills the bill. Designed to provide correct support for the body, it allows the maximum of healthful, restful relaxation. Deep cushions, like those shown on this page, provide the proper springy "give" and support for the right posture. These spring-filled cushions are constructed for long and faithful service, even under the heaviest weight. (See page 64 for construction details.)

FOR THE LIBRARY. The U. S. Navy chooses Lloyd for this installation in the Naval Station on Yerba Buena Island, San Francisco, California.

LLOYD *Chromium Furniture*





FOR THE RECEPTION ROOM. Notice air of richness and dignity Lloyd lends to this otherwise plain room. And there is a world of satisfying comfort in those beautifully covered seats.

There is an air of dignity in the simple tasteful design of this Lloyd Furniture that makes it ideal for business use. Its rich but quiet appearance lends a note of success and prestige. Its healthful comfort, due to correct design and construction, makes for better relations with customers and employees. And its durability and modest cost make it the delight of the treasurer.

FOR THE BUSINESS OFFICE. Work is done smoothly and well in such pleasing surroundings as these. Lloyd is also ideally suited to the conference room, display room, etc.

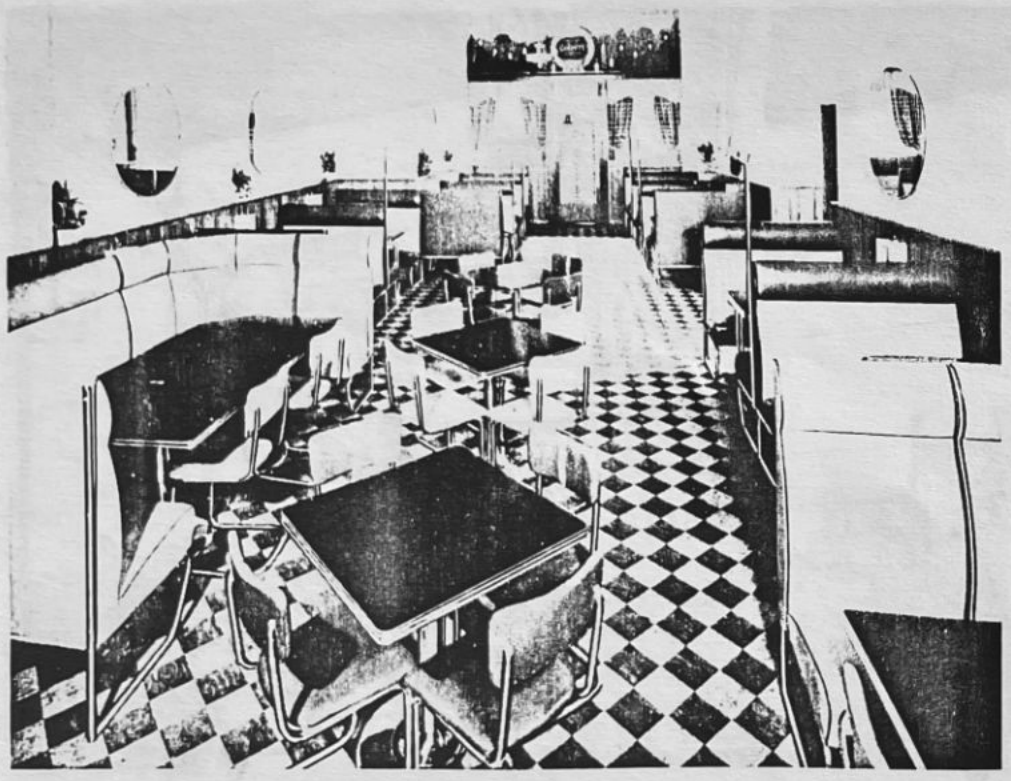
LLOYD *Chromium Furniture*

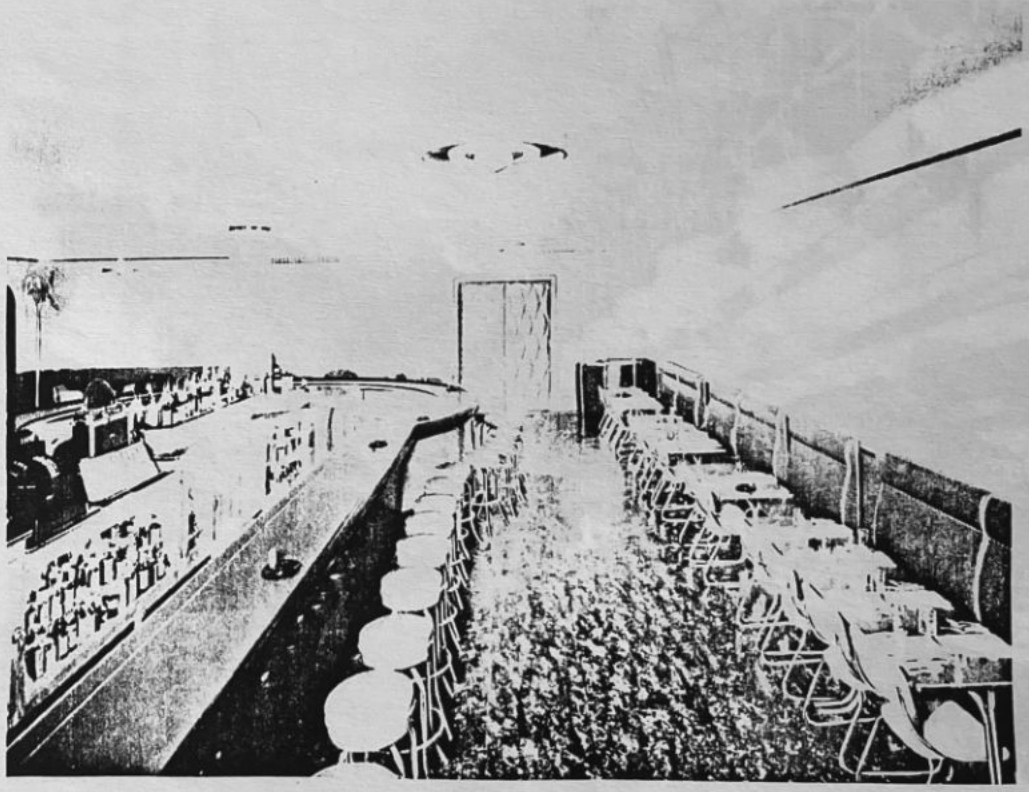
FOR THE SODA GRILL. Here is the bright and shining look that appeals to the young crowd, as seen at "Joe's Place," Pittsburgh, Pa.

"For it's always fair weather, when good fellows get together!" You contribute much to the atmosphere that means success in places like these when you use this sparkling, colorful Lloyd Furniture. It's a sound investment — and a durable one, too, built to stand the roughest wear of the most exuberant patron. Available in a variety of pieces to fit any situation.

FOR THE BAR. This popular spot, Rettke's at Marinette, Wisconsin, owes much of its bright attractive appearance to Lloyd Furniture.

LLOYD *Chromium Furniture*



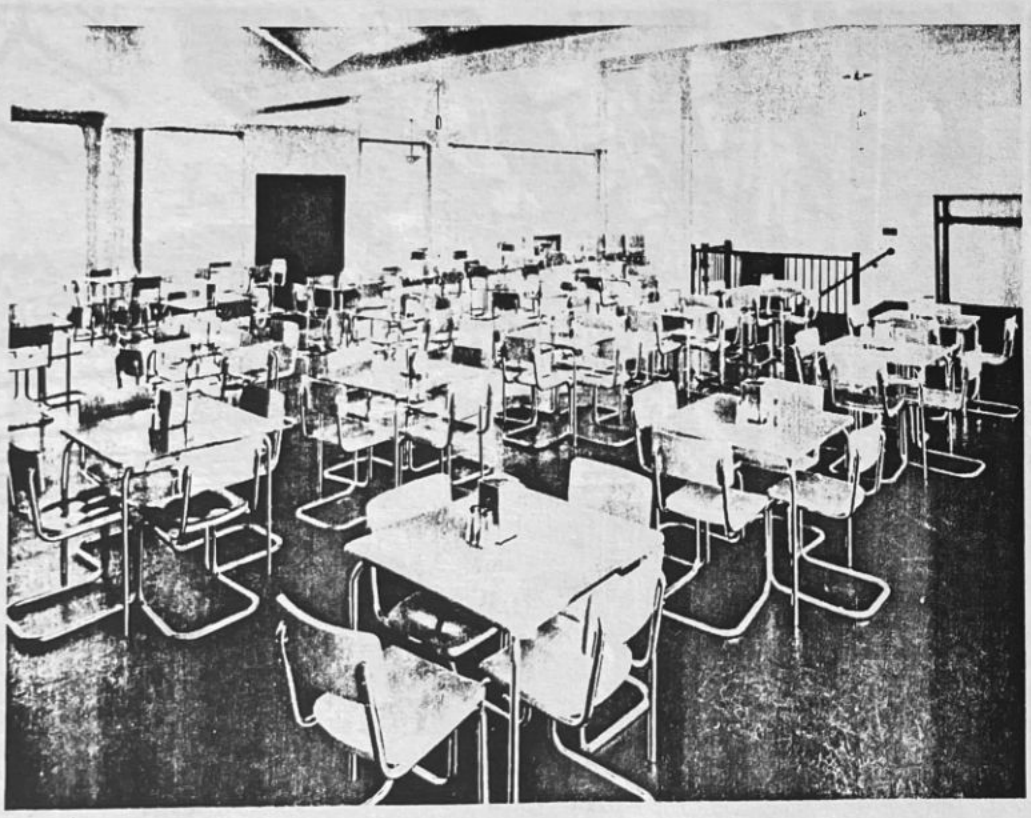


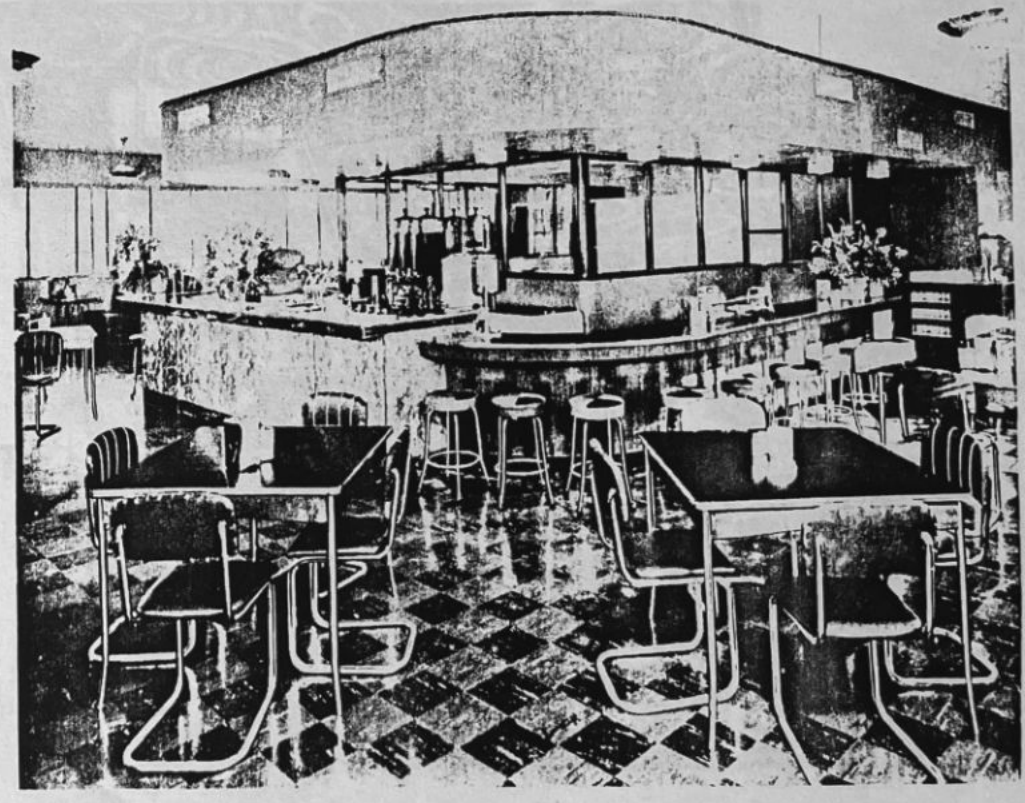
FOR THE COCKTAIL LOUNGE. Notice how well this Lloyd Furniture fits the space and surroundings at Thiel's Cocktail Room in Pittsburgh.

Successful operators of bars and cocktail lounges recognize the value of Lloyd Chromium-plated Furniture. For they realize that in this highly competitive field their furniture plays an important part, not only in helping create the atmosphere which stimulates business, but also in providing the comfort and convenience which helps to build a steady clientele. And it is this clientele which means profits and success.

FOR THE BAR. An outstanding testimonial to Lloyd's acceptance among people who know furniture is this installation in the bar at the American Furniture Mart, Chicago, center of the furniture business in this country.

LLOYD *Chromium Furniture*



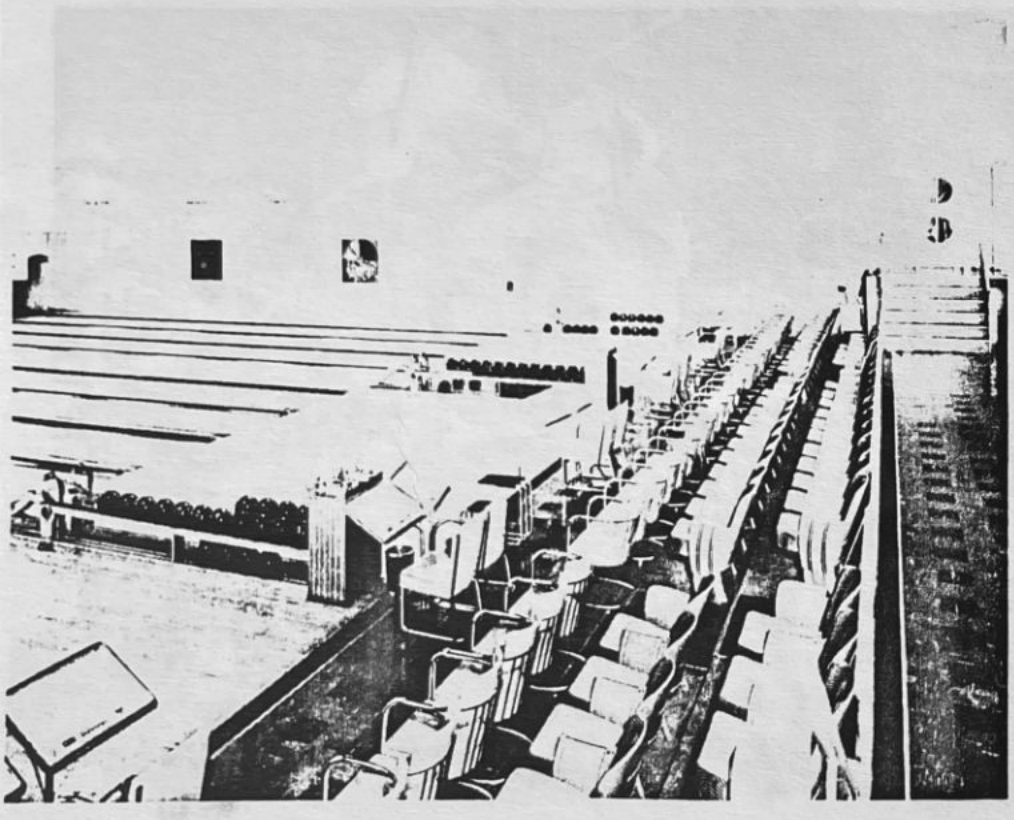


FOR THE RESTAURANT. This Lloyd Furniture in the Employees' Lunch Room in the Bank of America, Clay-Montgomery Branch, San Francisco, is as clean and appealing as it looks.

That gleaming look of spotless cleanliness, which is yours with Lloyd Chromium-plated Furniture, is a real business asset to any eating place. For sanitation and the appearance of sanitation are essential to success in this field. Then, too, the ease of keeping this furniture clean cuts down costs and work. Its comfort and durability are other factors that have helped make Lloyd popular in places like these.

FOR THE RESTAURANT. The management of Buckley's Restaurant on U. S. Highway 40 at Cumberland, Indiana, has shown sound judgment in banking on the eye appeal of Lloyd.

LLOYD *Chromium Furniture*

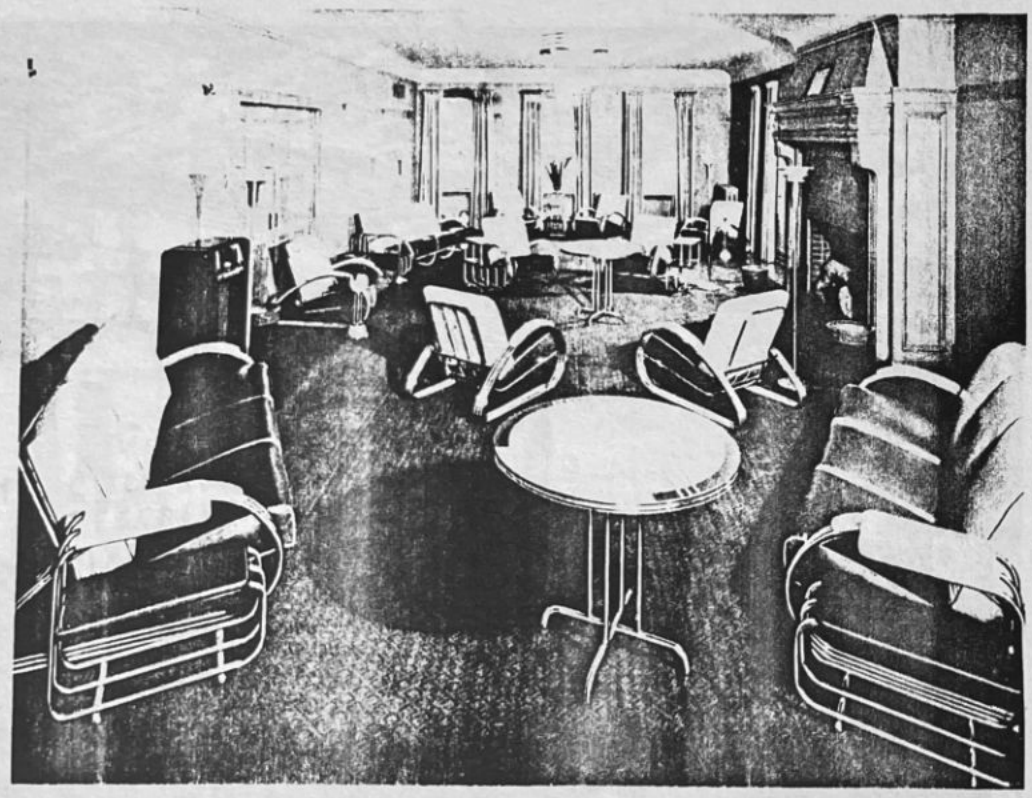


FOR THE BOWLING ALLEY. Notice how well the Lloyd Furniture fits into the handsome setting of the Chevron Sport Center, La Grange, Ill.

When folks are out for fun, they want real comfort and relaxation. This beautiful Lloyd Chromium-plated Furniture provides these things in full measure. In addition, it assures the operator minimum net cost, for Lloyd stands up famously, even under steady and strenuous use. And its colorful, cheerful appearance invites and stimulates profitable patronage.

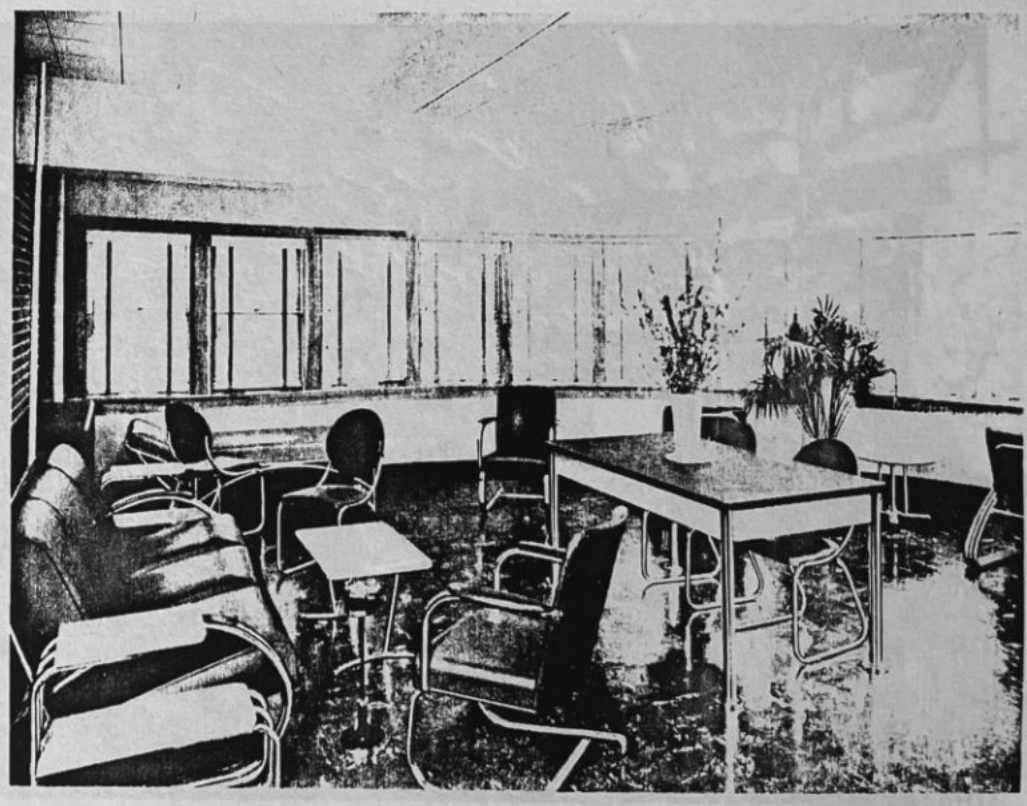
FOR THE BALLROOM. Luxurious comfort between dances awaits the patrons of the Parkway Ballroom in Chicago, and encourages them to come back.

LLOYD *Chromium Furniture*



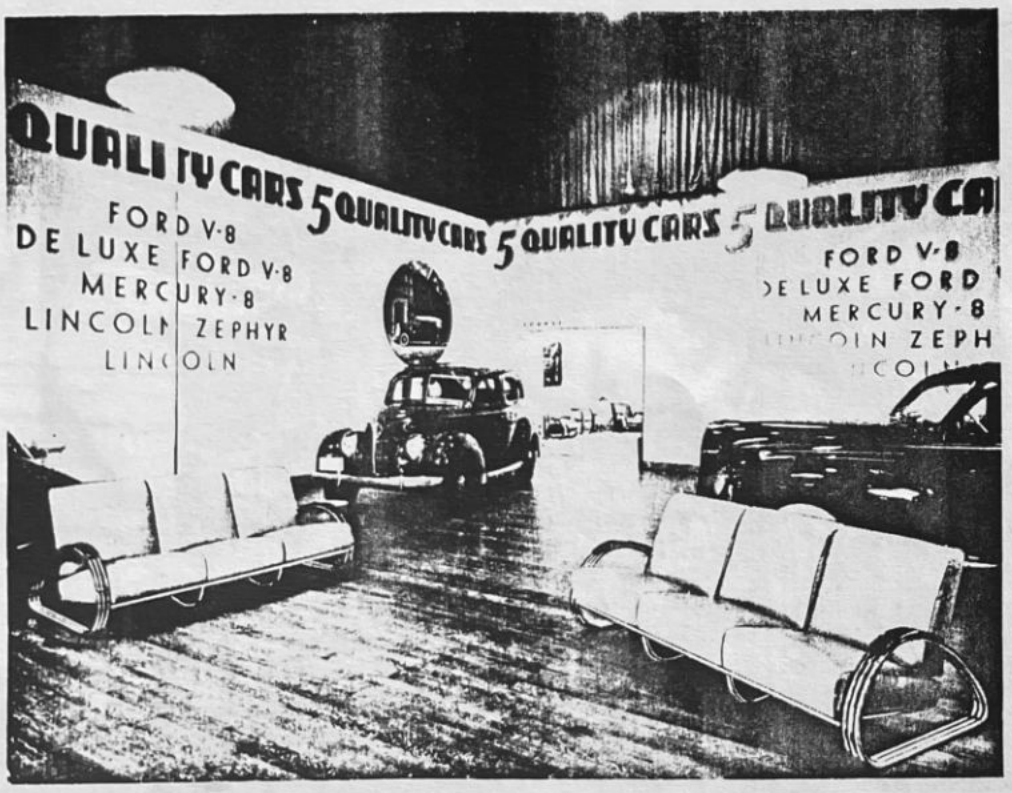
FOR THE CLUB. An inviting picture of restful ease in this Lloyd-equipped lounge room of the B. P. O. E. at Wilkinsburg, Pa.

When a combination of comfort and conservative dignity are required, Lloyd Chromium-plated Furniture fills the bill. For the sound and sane designs of Lloyd pieces show none of the influence of passing fads. Instead, they remain in good taste throughout their long and useful lives. Here, too, is all that one could ask of healthful, restful comfort — in both design and luxurious cushions.

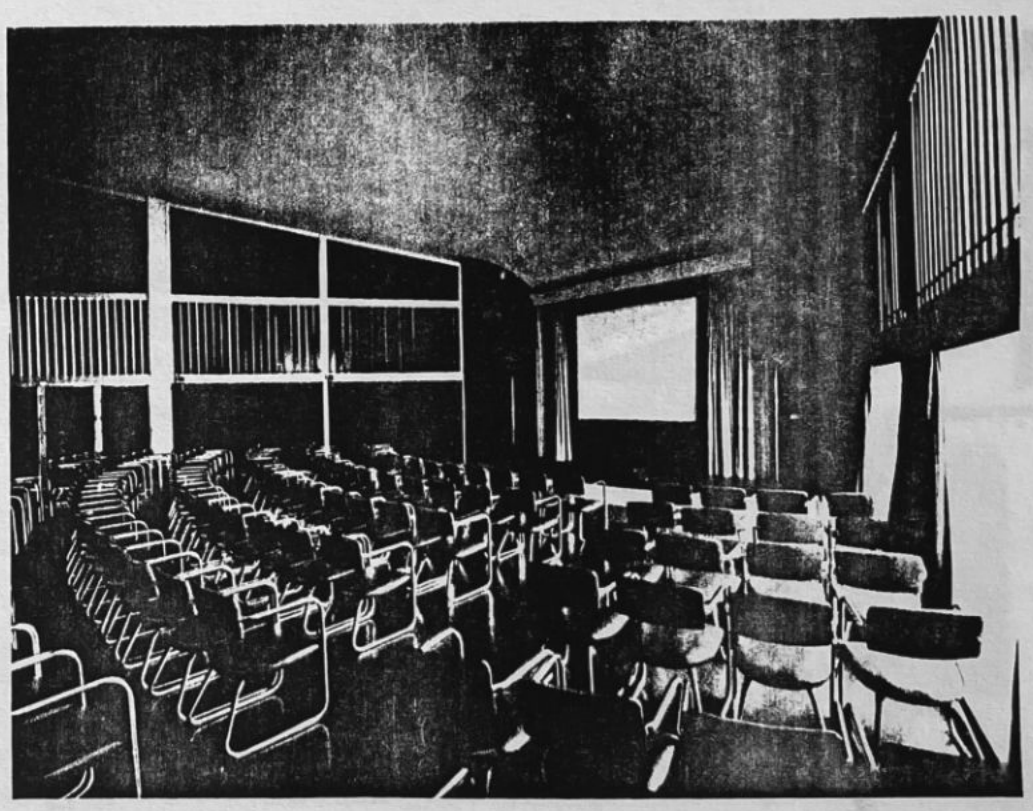


FOR THE HOSPITAL. A typical hospital installation is this one in the solarium of the splendid new Marinette General Hospital at Marinette, Wis.

LLOYD *Chromium Furniture*



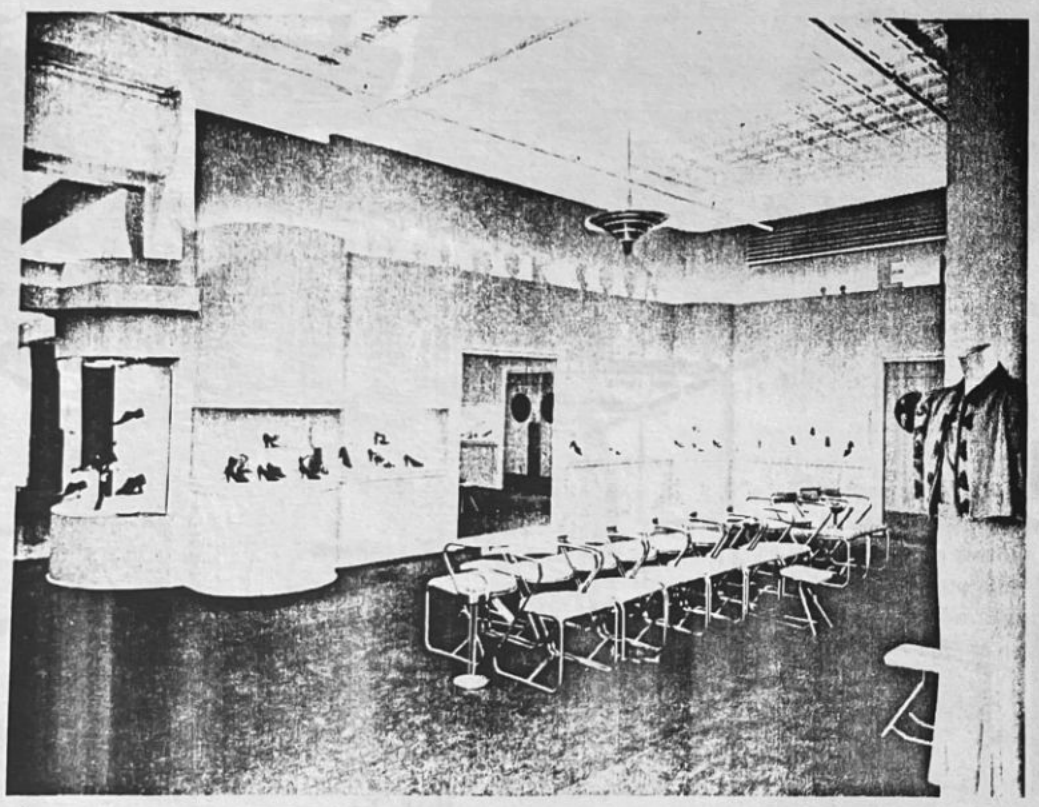
FOR THE DISPLAY ROOM. Sparkling beauty and restful comfort of Lloyd invited visitors to the Ford Motor Co. exhibit at the Golden Gate Exposition in San Francisco.



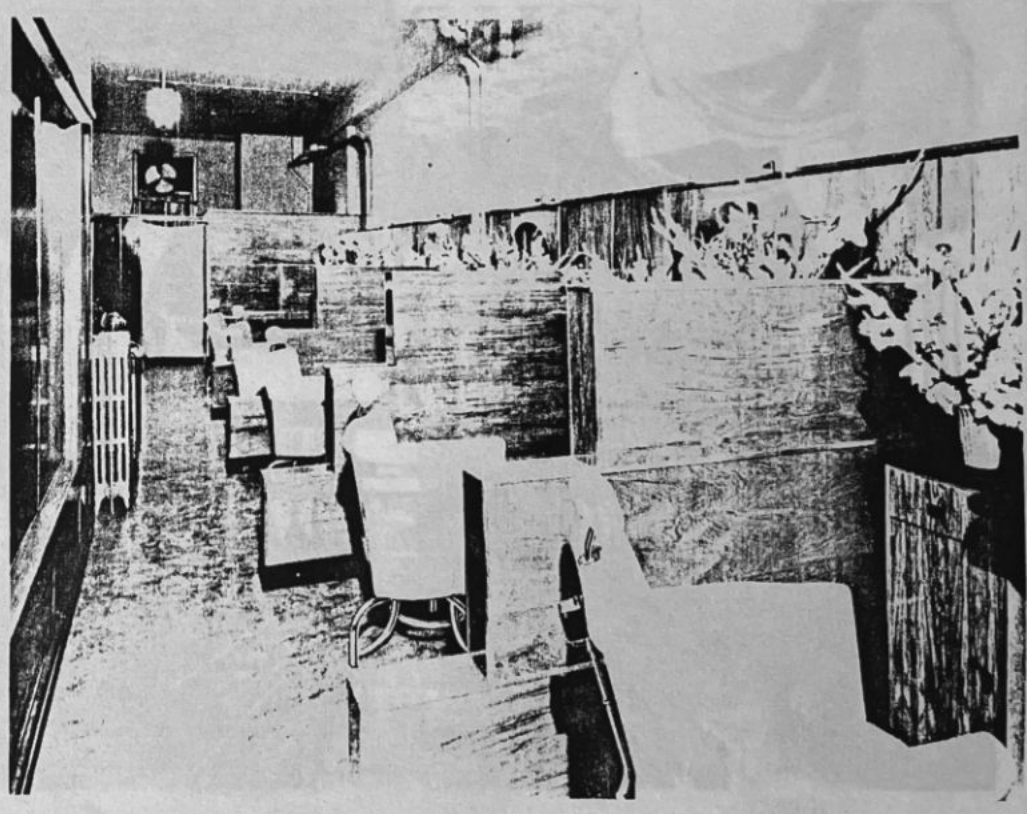
FOR THE AUDITORIUM. The Unites States of Brazil wisely chose Lloyd Chromium for the strenuous job of providing restful comfort for its many guests in this auditorium at the New York World's Fair.

The New York World's Fair and the Golden Gate Exposition provided a great opportunity for Lloyd Chromium-plated furniture to prove itself. Its wide use at both fairs — in lounges, auditoriums, exposition halls, etc. — showed clearly that this famous furniture can stand terrific abuse. And Lloyd provides not only durability, but the beauty to match the splendor of a World's Fair.

LLOYD *Chromium Furniture*



FOR THE SHOE STORE. Here in the Hecht Brothers Store, one of Baltimore's best, the Lloyd Chairs harmonize so perfectly with the rich simplicity that they might have been especially designed for the room.

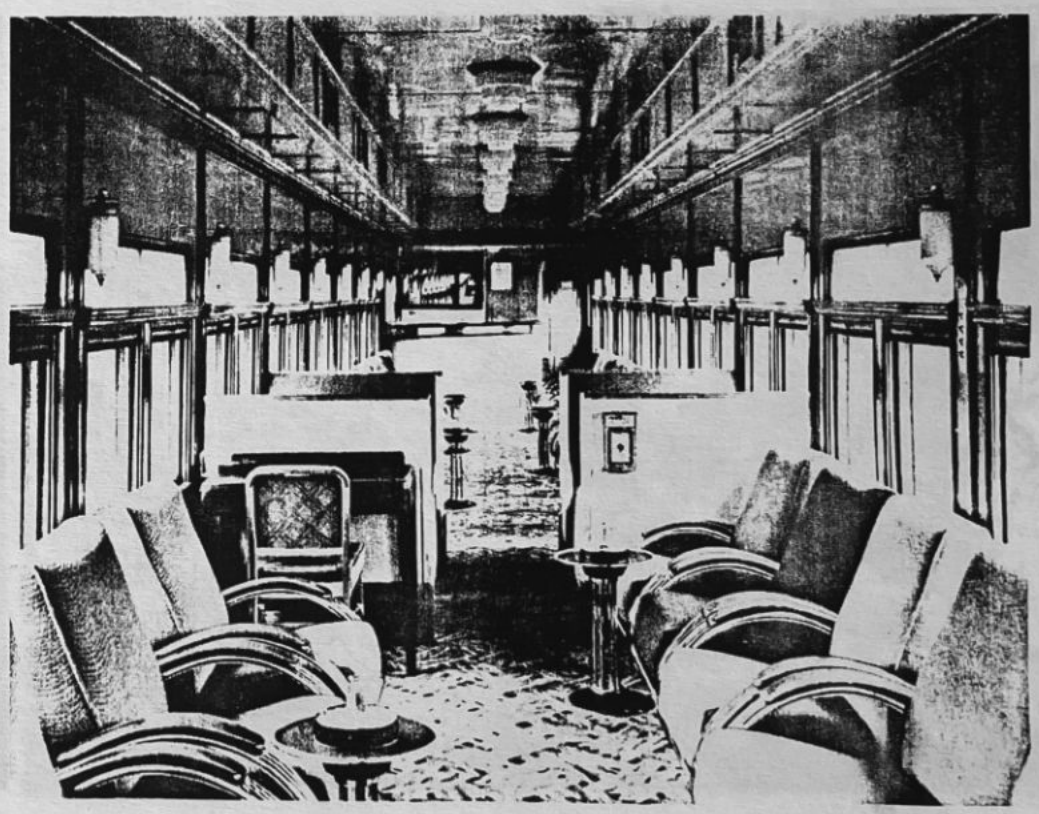


FOR THE BEAUTY SHOP. The inviting appearance of Claire's Beauty Shop in Memphis, Tennessee, is due in large part to the handsome Lloyd Furniture.

Where an air of style and the comfort of patrons are both of great importance, Lloyd Chromium-plated Furniture fills the bill. It provides that ease and feeling of distinction which put the patron in a friendly frame of mind and lead to profitable repeat business. This is especially important in those businesses which cater to women.

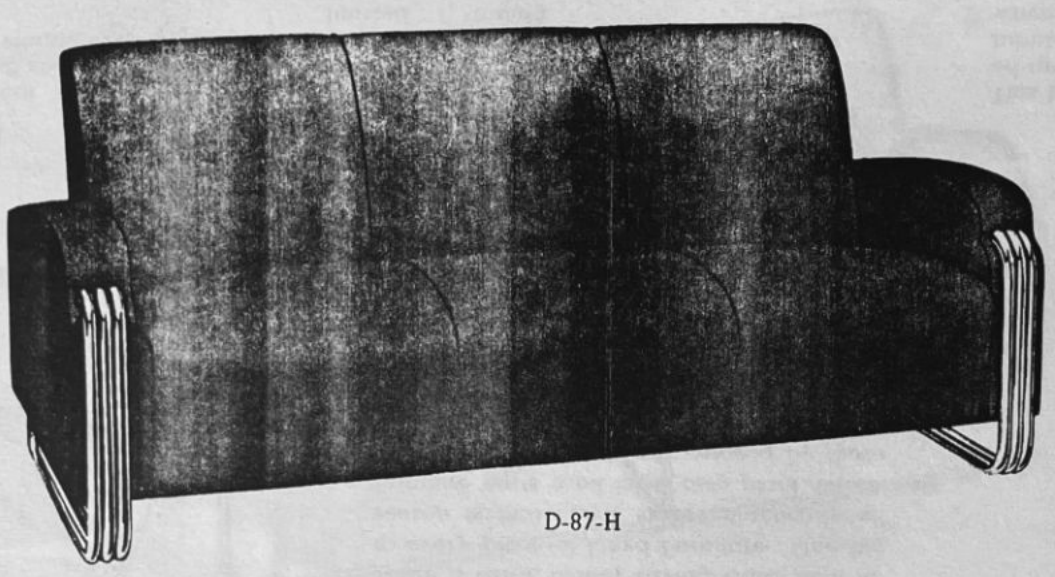
LLOYD *Chromium Furniture*

FOR THE MOTOR BUS. One of the Lloyd-equipped buses on New York's Madison Avenue Line. These are General Motors buses on which Lloyd is standard equipment.

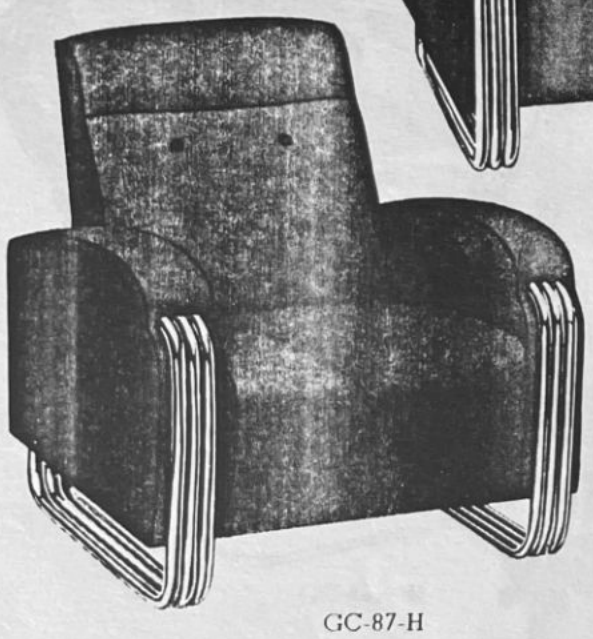


FOR THE STREAMLINED TRAIN. This lounge car of the Southern Pacific's "Challenger" is but one of many cars on famous trains equipped by Lloyd.

When Americans travel, they demand superlative comfort. And so keen is the competition for business that the wide use of Lloyd Chromium-plated Furniture in this field is a real tribute to the luxurious ease of this beautiful furniture — as well as to its ability to stand heavy wear. In appearance, Lloyd is the obvious choice for sleek new streamlined trains and buses.

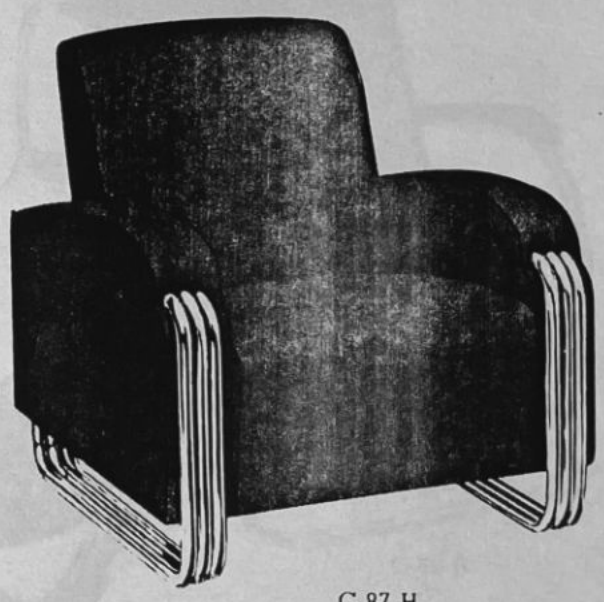


D-87-H



GC-87-H

The last word in modern furniture styling. A beautiful new suite created by the noted designer, Leo Jiranek. Here is furniture that lifts any setting out of the "ordinary" class, yet retains the dignity of sound and simple design that is easy to live with for years.



C-87-H

GC-87-H CHAIR

Spring-filled seat with "No-sag" and coil spring under construction. "No-sag" spring in back. 1" tubing.

Seat width, 22"; depth, 21½"; height from floor, 17". Back height, 24".

D-87-H DAVENPORT

Spring-filled seat with "No-sag" under construction. "No-sag" spring in back. 1" tubing.

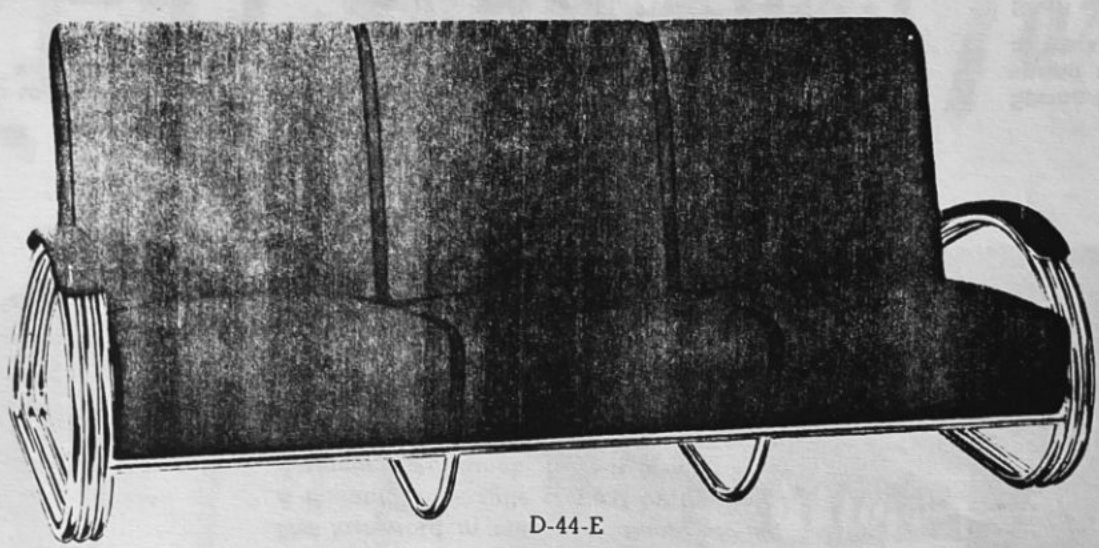
Seat width, 66"; depth, 21½"; height from floor, 17". Back height, 21½".

C-87-H CHAIR

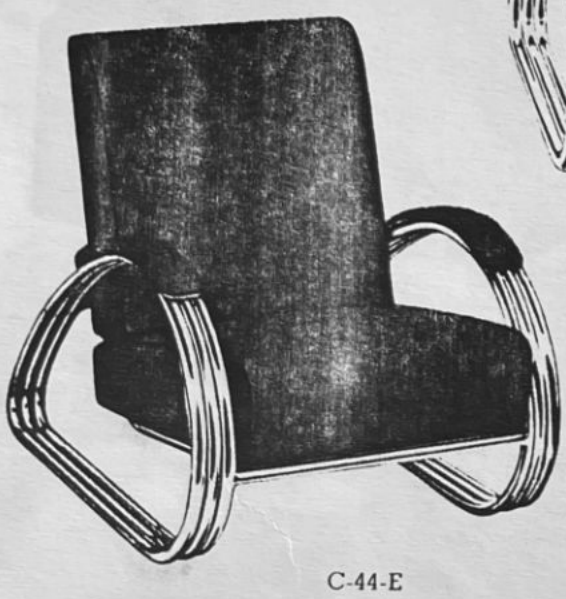
Spring-filled seat with "No-sag" and coil spring under construction. "No-sag" spring in back. 1" tubing.

Seat width, 22"; depth, 21½"; height from floor, 17". Back height, 21½".

LLOYD CHROMIUM FURNITURE

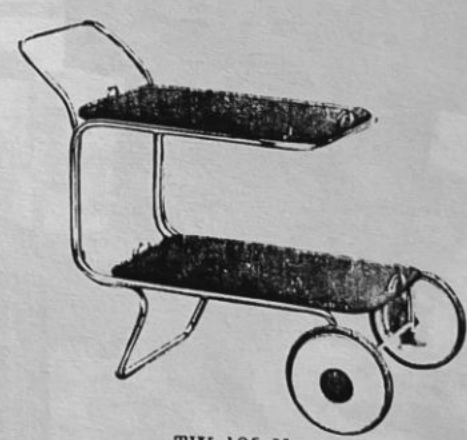


D-44-E



C-44-E

There is extra, money-saving value built into every piece of Lloyd Furniture. One big reason is that Lloyd makes practically all furniture parts used in its own plant, effecting a saving in costs not enjoyed by those manufacturers which must purchase tubing, cushions, etc., from outside sources. The result: better quality at NO ADDED COST.



TW-135-H

C-44-E CHAIR

Removable, spring-filled seat and back cushions. 7" boxing at front of seat cushion. Wood arm rests in choice of standard wood finishes. 1" tubing.

Seat width, 22" (has veneer bottom board); depth, 22"; height from floor, 16½". Back height, 23".

D-44-E DAVENPORT

Removable, spring-filled seat and back cushions. 7" boxing at front of seat cushions. Wood arm rests in choice of standard wood finishes. 1" tubing.

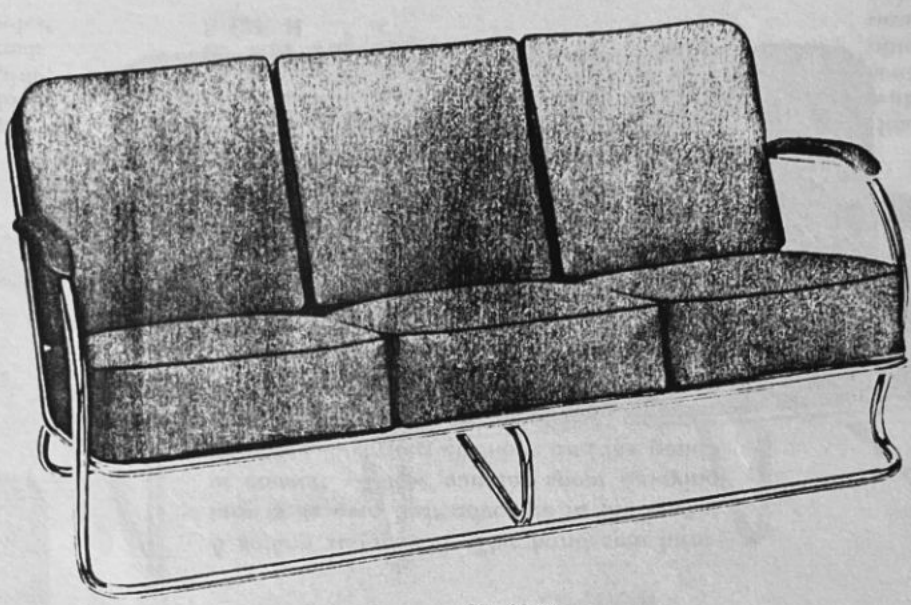
Seat width, 72" (has veneer bottom board); depth, 22"; height from floor, 16½". Back height, 23".

TW-135-H TEA WAGON

This tea wagon has two removable enameled trays with chromium plated handles. ¾" tubular frame. Rubber tired white disk wheels have enameled wheel caps finished to match trays.

Top tray measures 16" x 23"; bottom tray, 16" x 25". Height of top tray from floor, 24". Handle height, 30".

LLOYD CHROMIUM FURNITURE



SD-42-H

GC-42½-H

The store which features Lloyd Chromium-plated Furniture identifies itself as headquarters for fashion-right furniture which DOES NOT GO OUT OF FASHION. *For the smart simplicity of design and graceful lines you see here are always in good taste.*

C-42-H

GC-42½-H CHAIR

Removable, spring-filled seat and back cushions. Seat cushion has 6" boxing. Upholstered arm rests. 1" and ¾" tubing. May be had with enameled wood arm rests under GC-42-H.

Seat width, 22" (has veneer bottom board); depth, 21"; height from floor, 17". Back height, 26".

SD-42-H SETTEE DAVENPORT

Removable, spring-filled seat and back cushions. Seat cushions have 6" boxing. Enameled wood arm rests. 1" and ¾" tubing. May be had with upholstered arm rests under SD-42½-H.

Seat width, 60" (has veneer bottom board); depth, 21"; height from floor, 17". Back height, 19".

D-42-H DAVENPORT (Not illustrated)

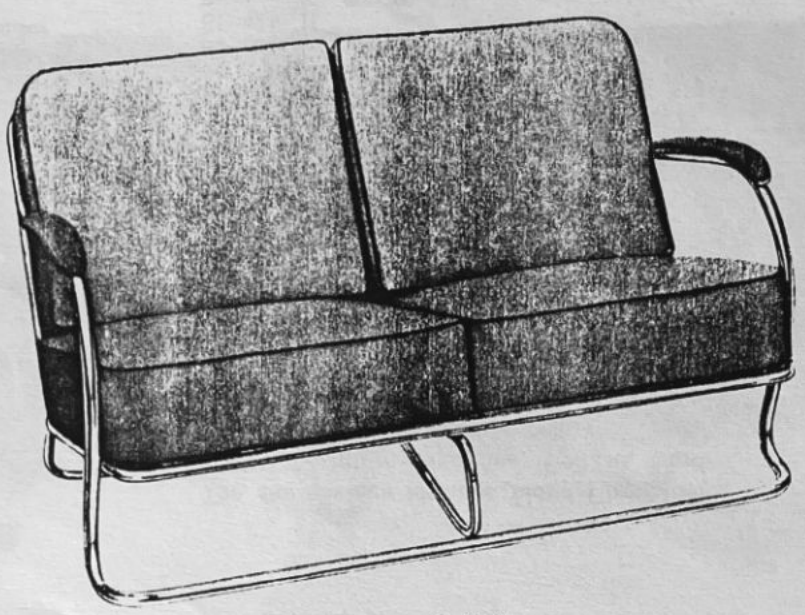
Same as SD-42-H, except has 72" seat width. May be had with upholstered arm rests under D-42½-H.

C-42-H CHAIR

Removable, spring-filled seat and back cushions. Seat cushion has 6" boxing. Enameled wood arm rests. 1" and ¾" tubing. May be had with upholstered arm rests under C-42½-H.

Seat width, 22" (has veneer bottom board); depth, 21"; height from floor, 17". Back height, 20½".

GC-3½-H



S-42-H

A selling suggestion: This handsome furniture is its own best advocate in the matter of comfort. A few minutes spent enjoying the deep, luxurious cushions and the gentle rocking motion of one of these patented spring base chairs are worth a million words. Get the prospect to sit down FIRST, then talk to him.

C-3-H

GC-3½-H CHAIR

Has Lloyd patented spring base, equipped with rubber feet. Removable, spring-filled seat cushion with 4½" boxing. Removable, padded back cushion. Upholstered arm rests ¾" tubing. May be had with enameled wood arm rests under GC-3-H.

Seat width, 20" (has veneer bottom board); depth, 21"; height from floor, 17". Back height, 25".

S-42-H SETTEE

Removable, spring-filled seat and back cushions. Seat cushions have 6" boxing. Enameled wood arm rests. 1" and ¾" tubing. May be had with upholstered arm rests under S-42½-H.

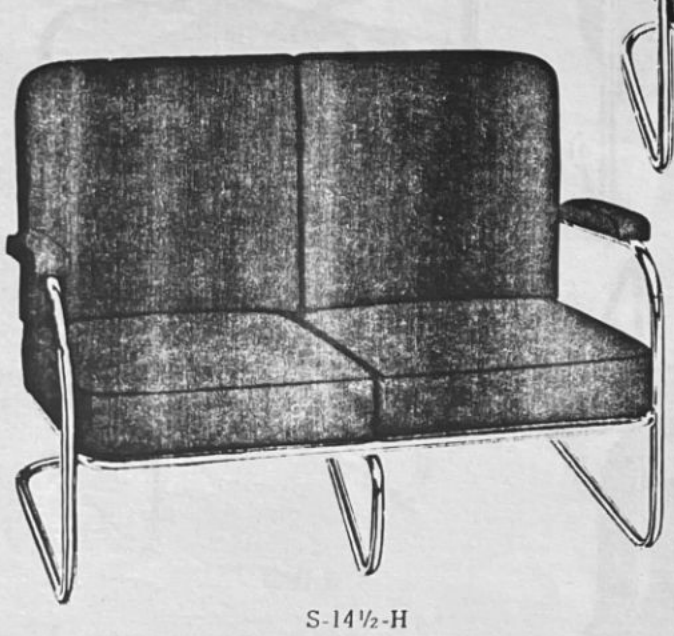
Seat width, 48" (has veneer bottom board); depth, 21"; height from floor, 17". Back height, 19".

C-3-H CHAIR

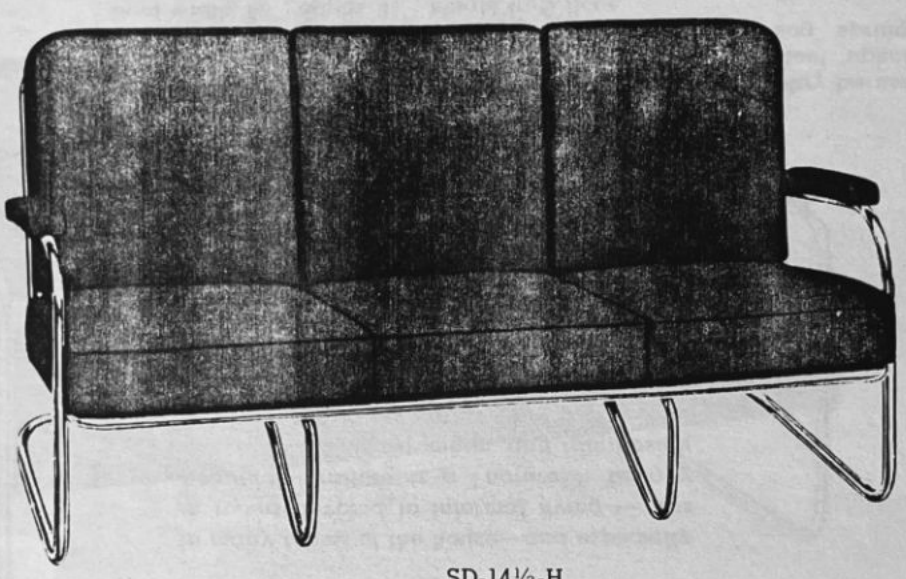
Has Lloyd patented spring base, equipped with rubber feet. Removable, spring-filled seat cushion with 4½" boxing, and removable, padded back cushion. Enameled wood arm rests. ¾" tubing. May be had with upholstered arms under C-3½-H.

Seat width, 20" (has veneer bottom board); depth, 21"; height from floor, 17". Back height, 21½".

LLOYD CHROMIUM FURNITURE



S-14½-H



SD-14½-H

When selling Lloyd Chromium-plated Furniture for use in the home, it pays to call attention to the ease with which it can be kept bright and beautiful. Cleaning is a quick and simple task, a dry cloth being all that is needed on the chromium, while the leatherette upholstery is all washable.

C-14½-H

S-14½-H SETTEE

Removable, spring-filled seat cushions with 4" boxing. Removable, padded back cushions. Upholstered arm rests. 1" and ¾" tubing. May be had with enameled wood arm rests under S-14-H.

Seat width, 42"; depth, 21"; height from floor, 17". Back height, 19".

SD-14½-H SETTEE DAVENPORT

Removable, spring-filled seat cushions with 4" boxing. Removable, padded back cushions. Upholstered arm rests. 1" and ¾" tubing. May be had with enameled wood arm rests under SD-14-H.

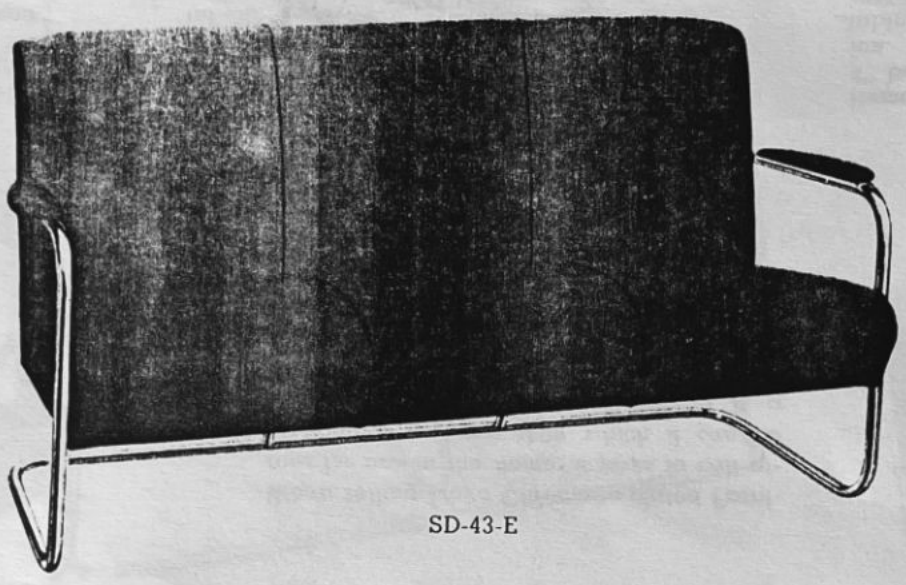
Seat width, 60"; depth, 21"; height from floor, 17". Back height, 19".

C-14½-H CHAIR

Removable, spring-filled seat cushion with 4" boxing. Removable, padded back cushion. Upholstered arm rests. 1" and ¾" tubing. May be had with enameled wood arm rests under C-14-H.

Seat width, 20"; depth, 19½"; height from floor, 17". Back height, 19".

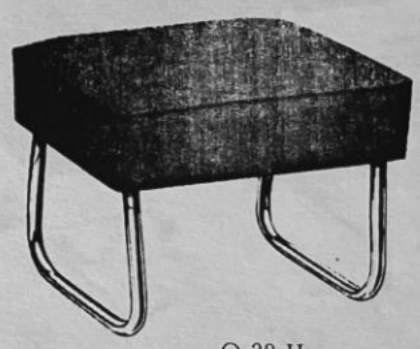
LLOYD CHROMIUM FURNITURE



SD-43-E

C-43-E

In many rooms of the house—and especially in rooms devoted to informal living — this beautiful furniture is a "natural." Its gay colors, sparkling chromium, and trim design help make the recreation room a place for real fun. And its long life and ability to stand rough wear make it an economical investment.



O-38-H

C-43-E CHAIR

Shaped, "No-sag" spring seat has 6½" boxing at front. Padded back. Enameled wood arm rests. 1" tubing.

Seat width, 20"; depth, 21"; height from floor, 16". Back height, 20".

SD-43-E SETTEE DAVENPORT

Shaped, "No-sag" spring seat has 6½" boxing at front. Padded back. Enameled wood arm rests. 1" tubing.
Seat width, 60"; depth, 21"; height from floor, 17". Back height, 20".

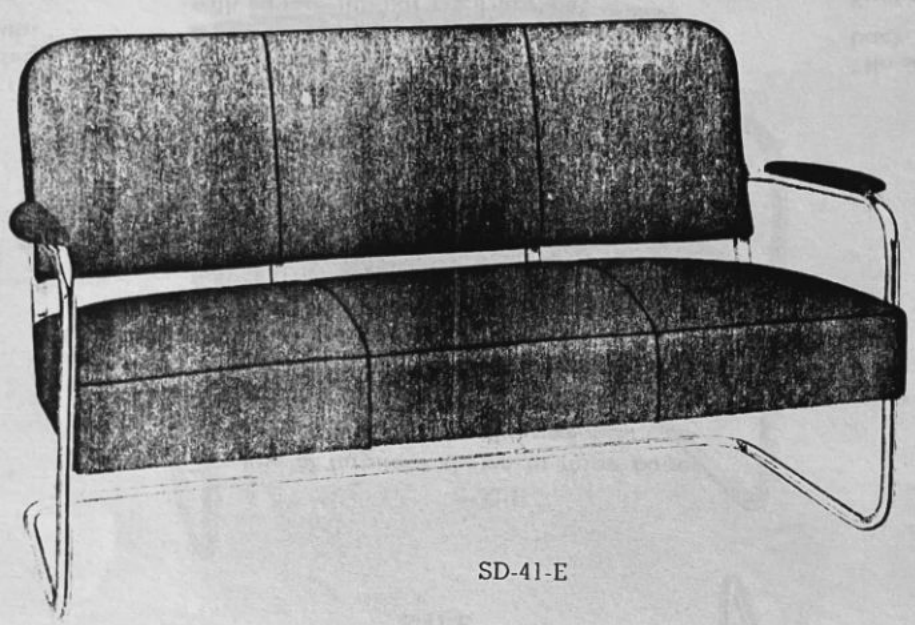
S-43-E SETTEE (Not illustrated)
Same as SD-43-E, except has 42" seat width

O-38-H OTTOMAN

May be used with any of the Lloyd tubular steel upholstered chairs. Stationary, "No-sag" spring cushion. 1" tubing.

Size of cushion, 15" x 20". Height from floor, 15½".

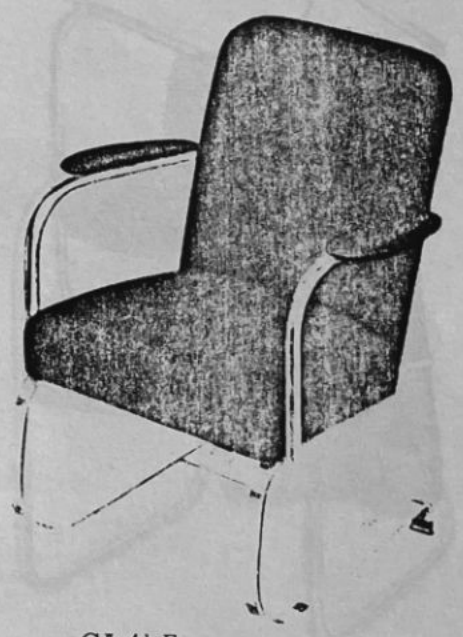
LLOYD CHROMIUM FURNITURE



SD-41-E

C-41-E

Chromium-plated Furniture brings a new beauty and distinction—glorious comfort and healthful cleanliness —a fashionable, modern touch—to the smart home of today. More than any other furniture, Lloyd expresses the tempo and feel of our age. The fact that this furniture is most adaptable to the new trends in architecture is one of the reasons for its ever-increasing sales and use.



CA-41-E

C-41-E CHAIR

Spring-filled seat with 6" boxing. Padded back. Enameled wood arm rests. 1" tubing with square tubular back uprights.

Seat width, 20"; depth, 20"; height from floor, 17". Back height, 18".

SD-41-E SETTEE DAVENPORT

Spring-filled seat with 6" boxing. Padded back. Enameled wood arm rests. 1" tubing with square tubular back uprights.

Seat width, 56"; depth, 21"; height from floor, 17". Back height, 18".

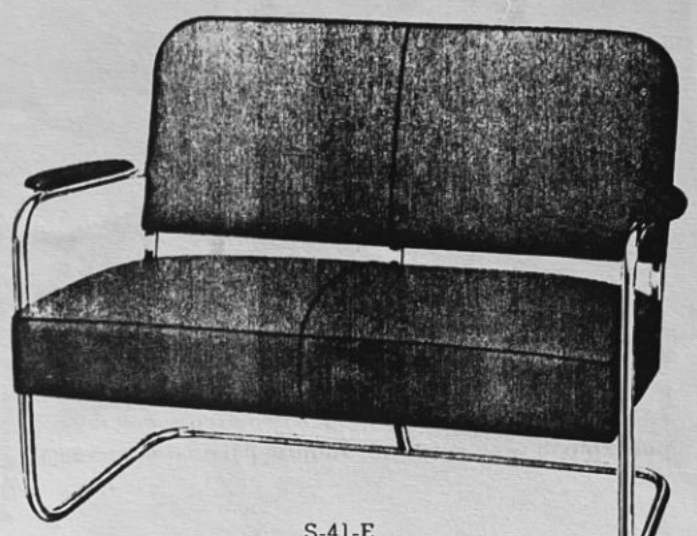
CA-41-E CHAIR

Lloyd patented spring base, equipped with rubber feet. "No-sag" spring in seat. Padded back. Enameled wood arm rests. $1\frac{1}{16}$" tubing.

Seat width, 19½"; depth, 18½"; height from floor, 17½". Back height, 18".

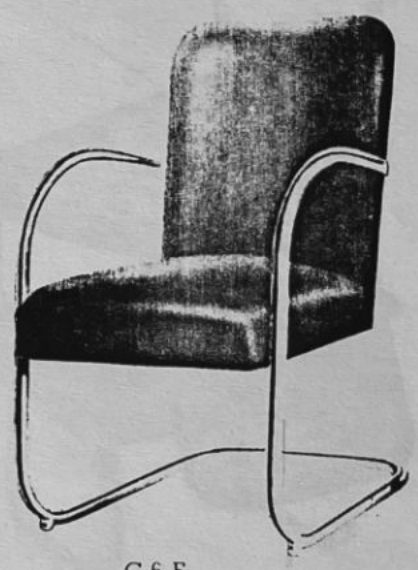
LLOYD CHROMIUM FURNITURE

C-7-H



S-41-E

The line of furniture shown in these pages represents the most beautiful and most complete selection ever offered by the Lloyd Manufacturing Co. Here is furniture specially designed for versatility, flexible enough to be used in many ways in homes, institutions, and public buildings.



C-6-F

C-7-H CHAIR

"No-sag" spring in seat and curved, padded back. Enameled wood arm rests. $1\frac{1}{16}$" tubing.

Seat width, 19½"; depth, 18½"; height from floor, 17". Back height, 18".

S-41-E SETTEE

Spring-filled seat with 6" boxing. Padded back. Enameled wood arm rests. 1" tubing with square tubular back uprights.

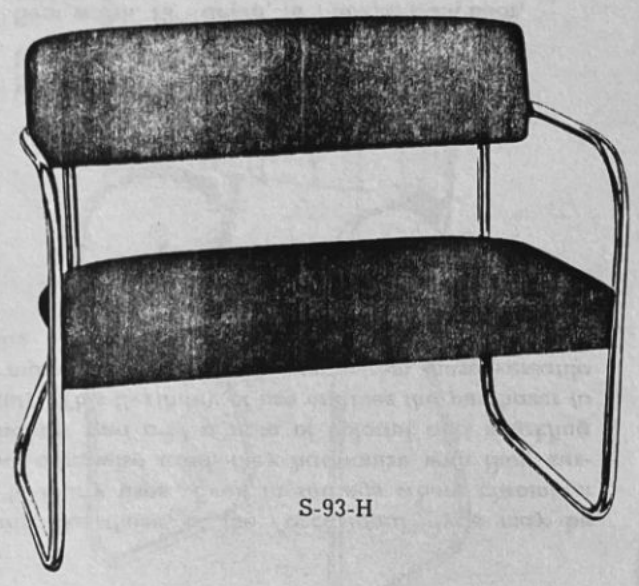
Seat width, 42"; depth, 21"; height from floor, 17". Back height, 18".

C-6-F CHAIR

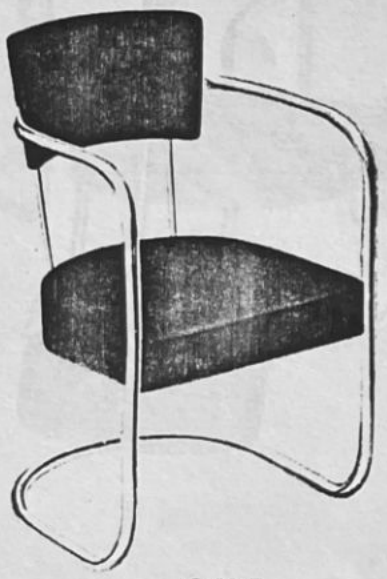
"No-sag" spring in seat and curved, padded back. $1\frac{1}{16}$" tubing.

Seat width, 19½"; depth, 18½"; height from floor, 17". Back height, 18".

LLOYD CHROMIUM FURNITURE



S-93-H



C-69-F

Color harmony with any decorative scheme is assured by the complete selection of colors available in the beautiful washable Lloyd Leatherette coverings—Loydtex and Redo. In addition to the color selection, there is also a wide choice of "grains" and textures of a "leather-like" quality. There is a color and fabric to suit every taste and every situation. For a complete list of the colors available, see pages 70 and 71.

C-93-H

C-69-F CHAIR

Spring-filled seat and padded back. $1\frac{1}{16}$" tubing.

Seat width, 18"; depth, 18"; height from floor, 18". Back height, 16".

S-93-H SETTEE

"No-sag" spring in seat and curved, padded back. 1" tubing.

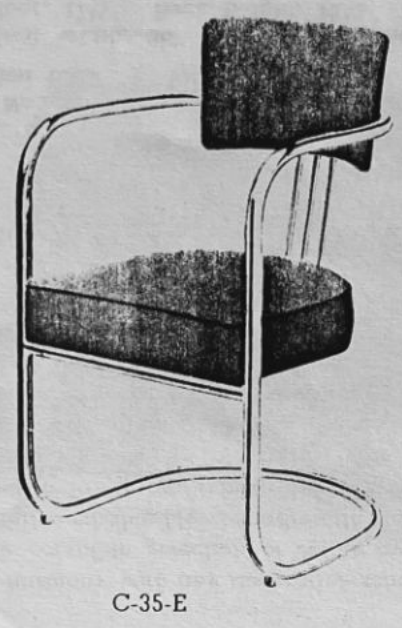
Seat width, 36"; depth, 18"; height from floor, 17½". Back height, 15½".

C-93-H CHAIR

"No-Sag" spring in seat and curved, padded back. 1" tubing. Can also be had with ¾" tubing under C-77-H. See price list.

Seat width, 18"; depth, 18"; height from floor, 17½". Back height, 16".

C-78-H



C-35-E

Chairs like these, of the "occasional" type may be put to many uses. Even in settings where chromium is not otherwise used, they harmonize with their surroundings and add a note of colorful and sparkling beauty. This flexibility of use enables the purchaser to get more than his money's worth from these versatile chairs.

C-189-F-CH

C-78-H CHAIR

Spring-filled seat and curved, padded back. 1" tubing.

Seat width, 18"; depth, 18"; height from floor, 17½". Back height, 16".

C-35-E CHAIR

Spring-filled seat with 4" boxing. Padded back. $1\frac{1}{16}$" tubing.

Seat width, 18"; depth, 18"; height from floor, 17½". Back height, 16".

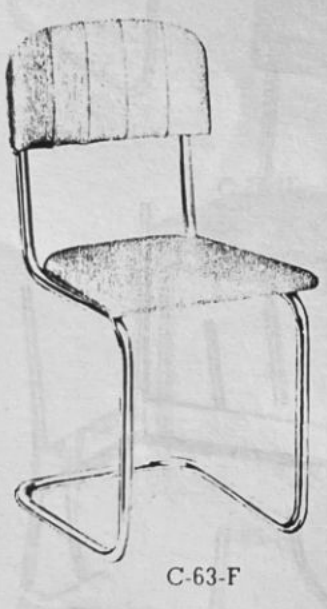
C-189-F-CH CHAIR

Lloyd patented spring base. Removable, padded seat and back cushions. Enameled wood arm rests. ¾" tubing.

Seat width, 20"; depth, 18"; height from floor, 17½". Back height, 20".

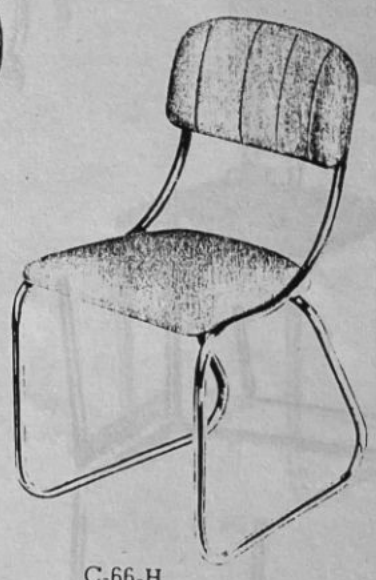
LLOYD CHROMIUM FURNITURE

C-56-B

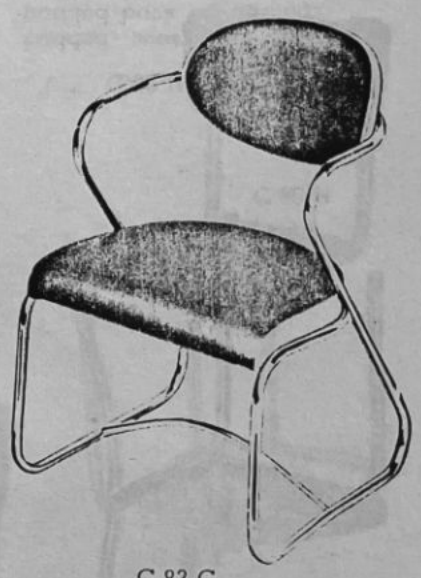


C-63-F

C-38-H



C-66-H



C-83-C

C-56-B CHAIR

"No-sag" spring in seat and curved, padded back. ¾" tubing.

Seat width, 18½"; depth, 18"; height from floor, 18". Back height, 15".

C-63-F CHAIR

Padded seat and curved, padded back. Contrasting or self piping on back. 1" tubing.

Seat width, 16"; depth, 15"; height from floor, 18". Back height, 15½".

C-38-H CHAIR

Padded seat and curved, padded back. Contrasting or self piping on back. Enameled wood arm rests. ¾" tubing.

Seat width, 17½"; depth, 17½"; height from floor, 18". Back height, 15½".

C-66-H CHAIR

Padded seat and curved, padded back. Contrasting or self piping on back. ¾" tubing.

Seat width, 16"; depth, 15"; height from floor, 18". Back height, 15½".

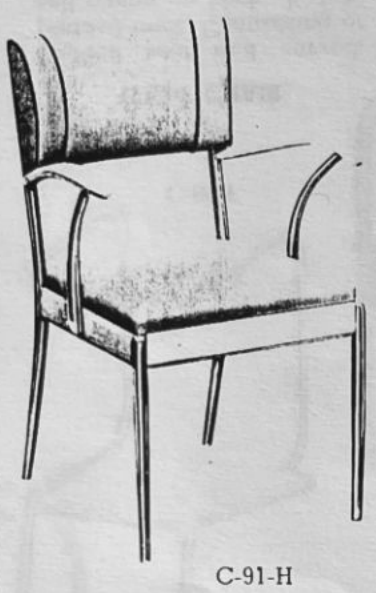
C-83-C CHAIR

"No-sag" spring in seat and curved, padded back. ¾" tubing.

Seat width, 19"; depth, 18"; height from floor, 17". Back height, 16".

LLOYD CHROMIUM FURNITURE

C-79-H



C-91-H

C-81-H

C-90-H

C-80-H

C-79-H CHAIR

Padded seat and curved, padded back. ¾" tubing.

Seat width, 16"; depth, 15"; height from floor, 17½". Back height, 15½".

C-91-H CHAIR

"No-sag" spring in seat and curved, padded back. Contrasting or self welts on back. Wood skirt and arms in choice of standard wood finishes. 1" tubing tapers to ¾".

Seat width, 18", depth, 17"; height from floor, 18". Back height, 16".

C-81-H CHAIR

Padded seat and padded, inserted panel back. 1" and ¾" tubing.

Seat width, 17½"; depth, 16½"; height from floor, 18". Back height, 15".

C-90-H CHAIR

"No-sag" spring in seat and curved, padded back. Contrasting or self welts on back. Wood skirt in choice of standard wood finishes. 1" tubing tapers to ¾".

Seat width, 17"; depth, 17"; height from floor, 18". Back height, 15½".

C-80-H CHAIR

Padded seat and curved, padded back. 1" tubing.

Seat width, 16"; depth, 14"; height from floor, 18". Back height, 14½".

LLOYD CHROMIUM FURNITURE

C-62-F

C-86-H

C-76-F

C-88-H

C-85-H

C-75-F

C-88-H CHAIR

Padded seat and curved, padded back. Contrasting or self piping on back. 1" tubing. Seat width, 16½"; depth, 15"; height from floor, 18". Back height (low point), 16".

C-62-F CHAIR

Padded seat and curved, padded back. Contrasting or self piping on back. ¾" tubing.

Seat width, 15"; depth, 14½"; height from floor, 18". Back height, 15½".

C-85-H CHAIR

Shaped wood seat and back in choice of standard wood finishes. 1" tubing.

Seat width, 16"; depth, 15"; height from floor, 18". Back height, 15½".

C-86-H CHAIR

Padded seat and curved padded back. Wood skirt in choice of standard wood finishes. 1" tubing.

Seat width, 16½"; depth, 15½"; height from floor, 18". Back height, 15½".

C-75-F CHAIR

Shaped wood seat and back in choice of standard wood finishes. 1" tubing.

Seat width, 14½"; depth, 14"; height from floor, 18". Back height (low point), 14".

C-76-F CHAIR

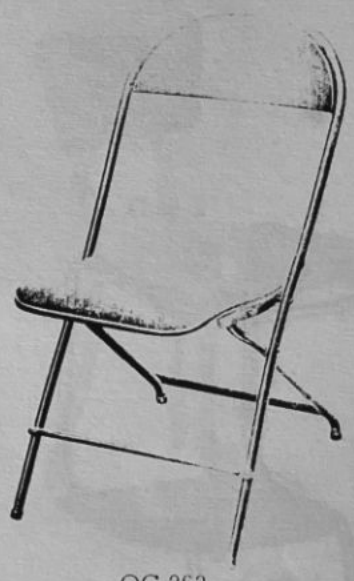
Padded seat and curved, padded back. 1" tubing.

Seat width, 15"; depth, 14½"; height from floor, 18". Back height (low point), 14".

OC-261

OC-262

OC-260



OC-263

FINISHES AND CONSTRUCTION

The folding chairs illustrated on this page are available in standard baked-on enamel finishes of brown, blue, green and taupe. However, patterns OC-262 and OC-263 can also be had in chromium finish.

All chairs come equipped with steel feet. Fibre and rubber composition feet however are available at small extra charge. See price list.

All parts on these chairs fold. There are no slides to squeak or wear. They not only fold compactly for easy carrying and storing but are built to take a tremendous amount of abuse.

OC-260 CHAIR

Folding chair with metal seat and back. ¾" seamless tubular steel frame.

Seat width, 14½"; depth, 14½"; height from floor, 17½". Back height, 17".

OC-261 CHAIR

Folding chair with leatherette upholstered set-in seat and metal back. ¾" seamless tubular steel frame.

Seat width, 14½"; depth, 14½"; height from floor, 17½". Back height, 17".

OC-262 CHAIR

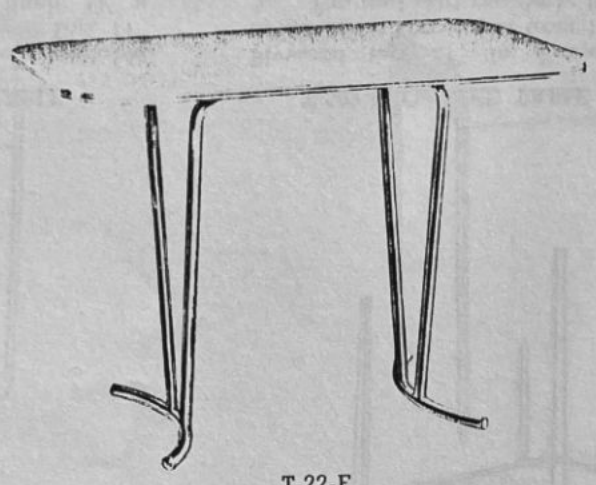
Folding chair with tightly upholstered seat and back in choice of leatherettes. ¾" seamless tubular steel frame.

Seat width, 14½"; depth, 14½"; height from floor, 17½". Back height, 17".

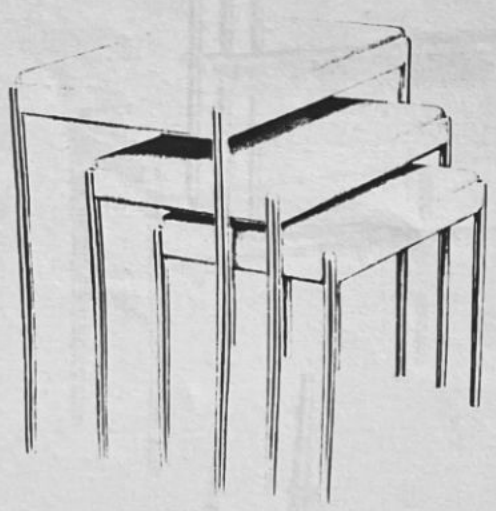
OC-263 CHAIR

Folding chair with shaped, five-ply, $\frac{1}{16}$" veneer seat and metal back. ¾" seamless tubular steel frame.

Seat width, 14½"; depth, 14½"; height from floor, 17½". Back height, 17".

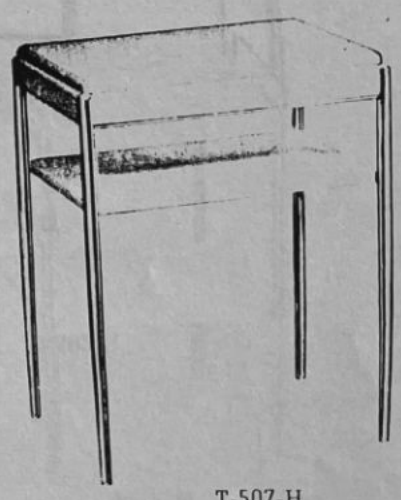


T-22-F



T-505-H

Metal edging on Lloyd tables is fabricated from stainless steel. Unlike other metals there is no "rubbing off" to soil the most delicate clothing.



T-507-H

T-505-H TABLES (Nested)

18" x 30" top — 30" high
16" x 27" top — 24" high
15" x 24" top — 20" high

For individual use or nested. Plywood top. Legs taper from 1" to ¾". Top and skirt regularly furnished in choice of stain finishes. Top only (not skirt) available in enamel finishes if desired.

Please specify height. For example: T-505-H —20".

T-22-F CONSOLE TABLE

Illustrated with formica top and stainless steel edge. Also available with plywood top. 1" tubing.

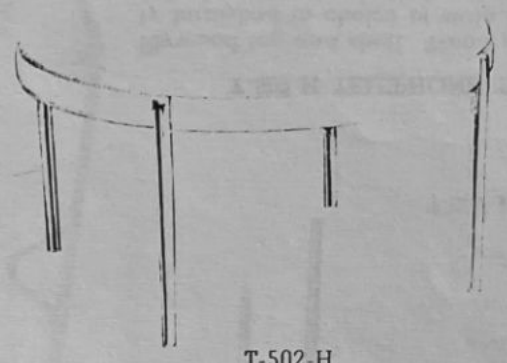
Size of top, 24" x 42"; height, 29".

T-507-H TELEPHONE TABLE

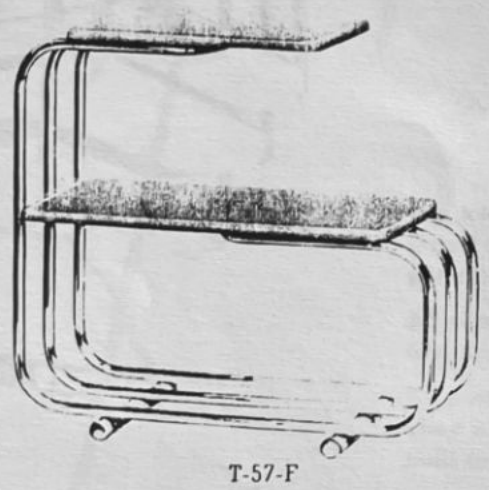
Plywood top and shelf. Wood parts regularly furnished in choice of stain finishes. Top only (not skirt or shelf) available in enamel finishes if desired.

Top, 14" x 22"; height, 20". Shelf, 13½" x 21½"; height, 20". Legs taper from 1" to ¾".

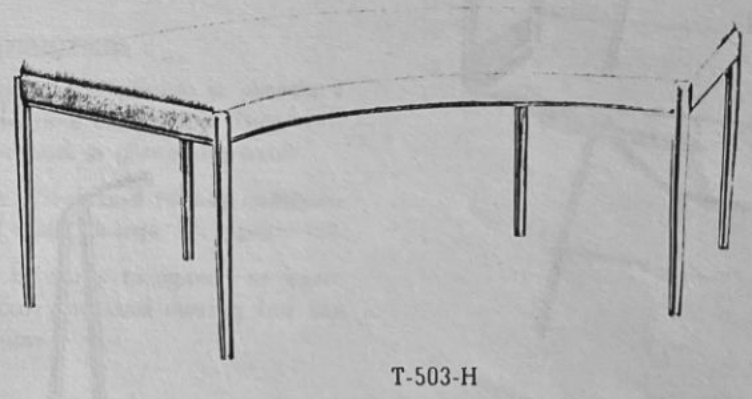
T-501-H



T-502-H



T-57-F



T-503-H

T-501-H COCKTAIL TABLE

Plywood top, 18" x 37"; height, 15". Legs taper from 1" to ¾". Top and skirt regularly furnished in choice of stain finishes. Top only (not skirt) available in formica or enamel finishes if desired.

T-57-F END TABLE

Plywood top and shelf available in all standard finishes. Top, 11" x 15"; height, 23". Shelf, 11" x 22". ¾" tubing.

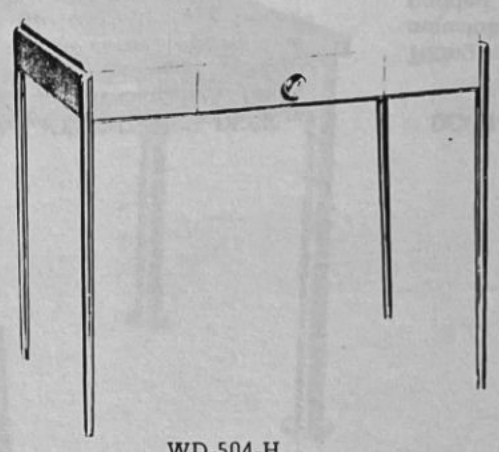
T-502-H COFFEE TABLE

Plywood top, 27" in diameter; height, 15". Legs taper from 1" to ¾". Top and skirt regularly furnished in choice of stain finishes. Top only (not skirt) available in formica or enamel finishes if desired.

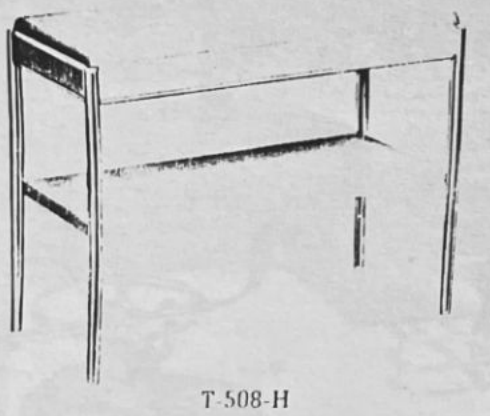
T-503-H COCKTAIL TABLE

Plywood top, 14½" x 45" (longest point). Height, 15". Legs taper from 1" to ¾". Top and skirt regularly furnished in choice of stain finishes. Top only (not skirt) available in enamel finishes if desired.

WD-42



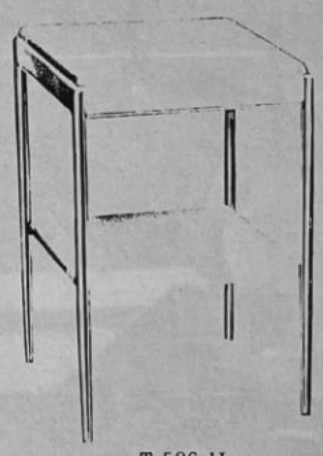
WD-504-H



T-508-H

Lloyd Chromium plated tables and desks are built for beauty and utility. They "stand-up" under the most rugged use—no wobbly legs, mislit drawers, chipped paint or chromium. For every Lloyd table, in fact, every piece of Lloyd furniture is built to rigid specifications that assure complete satisfaction.

See pages 66, 67 and 73 for information regarding table tops.



T-506-H

T-508-H END TABLE

Plywood top and shelf. Top, 12" x 28"; height, 22". Shelf, 11½" x 27½"; height, 10½". Legs taper from 1" to ¾". Wood parts regularly furnished in choice of stain finishes. Top only (not skirt or shelf) available in enamel finishes if desired.

WD-42 WRITING DESK

Illustrated with plywood top. Can also be had in formica. Top, 20½" x 33½"; height, 30". Wood drawer has chromium plated drawer pull and measures 15¾" square inside. ¾" tubing.

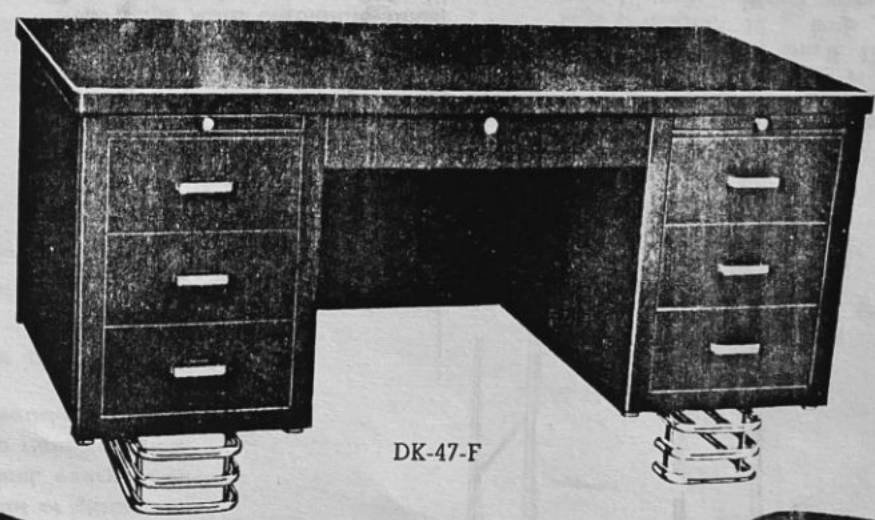
WD-504-H WRITING DESK

Plywood top, 20½" x 33½". Height, 30". Drawer, size 15" x 18½", has satin chromium finish drawer pull. Legs taper from 1" to ¾". Top and skirt regularly furnished in choice of stain finishes. Top only (not skirt or drawer) available in enamel finishes if desired.

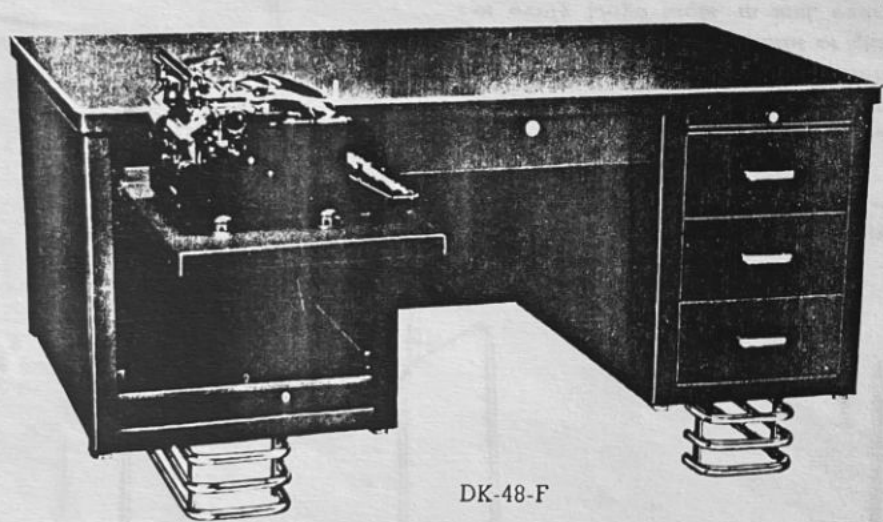
T-506-H LAMP TABLE

Plywood top and shelf. Top, 18" x 18"; height, 28". Shelf, 17½" x 17½"; height, 12". Legs taper from 1" to ¾". Wood parts regularly furnished in choice of stain finishes. Top only (not skirt or shelf) available in enamel finishes if desired.

SC-46-H



DK-47-F



DK-48-F

DC-44-D

SC-46-H STENOGRAPHER'S CHAIR

Tilting and revolving, spring-filled seat. Shaped, padded back. Leatherette upholstery. Equipped with casters. 1" and ¾" chromium plated tubing.

Seat width, 16"; depth, 16"; height adjustable from 17" to 21½". Back height, 16½".

DK-48-F DESK

*All steel desk, with typewriter compartment, available in black or green finishes. Has 3 storage drawers with vertical partitions and 1 center drawer with tray. Legs, drawer pulls and lock are chromium plated. Furnished with green linoleum top edged with chromium beading.

Top size, 34" x 60"; height from floor, 30".

DK-47-F EXECUTIVE'S DESK

*All steel desk available in black or green finishes. Has 4 storage drawers with vertical partitions, 1 center drawer with tray, and 1 double drawer for filing purposes. Legs, drawer pulls and lock are chromium plated. Furnished with green linoleum top edged with chromium beading.

Top size, 34" x 60"; height from floor, 30".

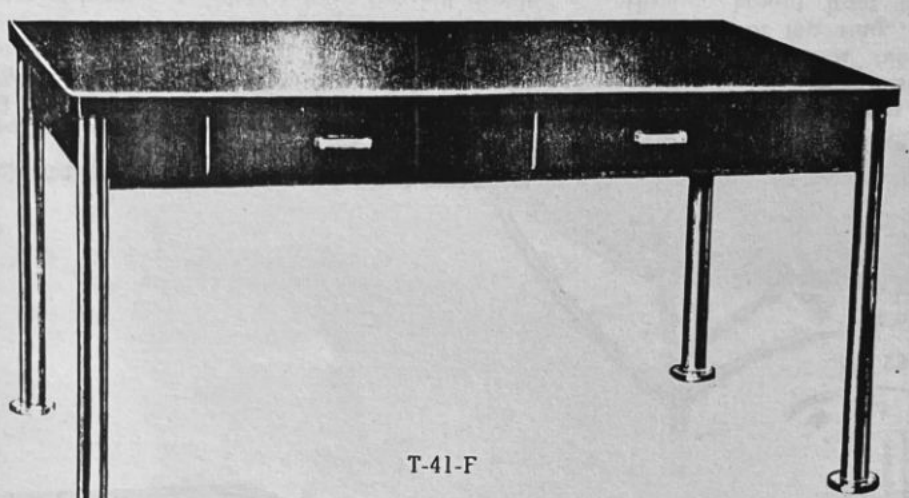
DC-44-D EXECUTIVE'S DESK CHAIR

Tilting and revolving chair with adjustable, spring-filled seat and padded back. Padded arm rests. $1\frac{1}{16}$" tubing. Leatherette upholstery. Is equipped with casters.

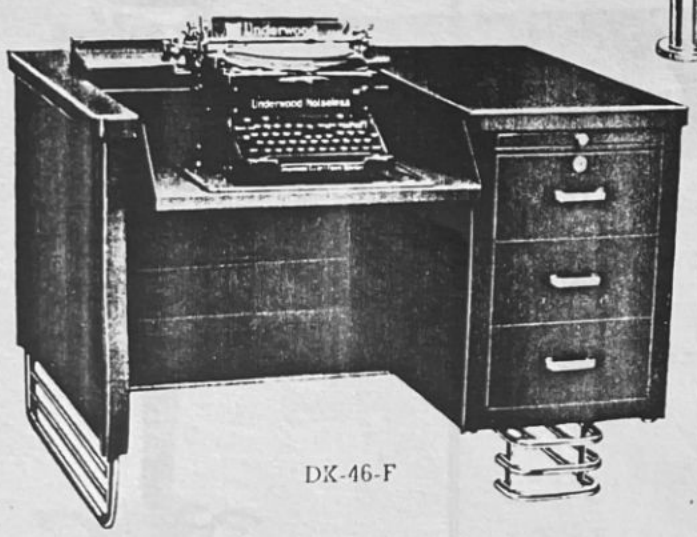
Diameter of seat, 20"; height from floor adjustable from 17" to 22". Back height, 17½".

* Desks shown on this page are also available in walnut or mahogany finish at extra cost. See price list.

LLOYD CHROMIUM FURNITURE

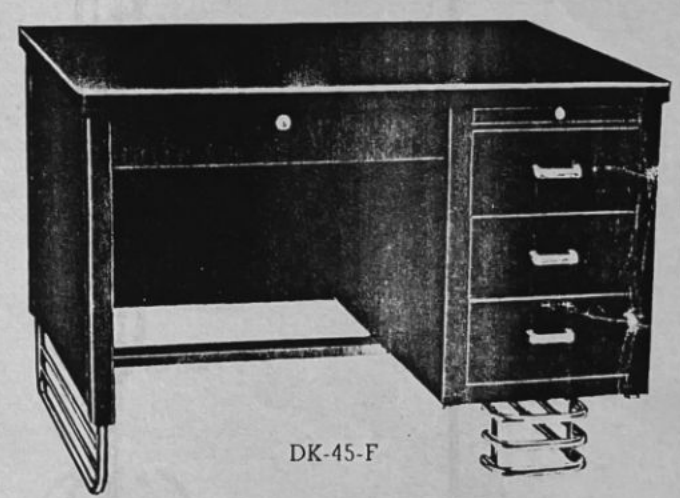


T-41-F



DK-46-F

Completely adaptable to modern commercial use is attractive, sparkling-clean, durable Lloyd Chromium-plated Office Furniture. Note that the body of the desk is off the floor —an adantage to cleanliness as well as appearance and ventilation.



DK-45-F

DK-46-F DESK

Single pedestal, all steel desk with drop head. *Available in black or green finishes. Has three storage drawers with two vertical partitions and one stationery rack. Drawers take up to 5" x 8" cards and guides. Legs, drawer pulls and lock are chromium plated. Furnished with green linoleum top edged with chromium beading.

Size of top, 34" x 45"; height from floor, 30".

T-41-F OFFICE TABLE

Green linoleum is laminated to all steel top which is beaded with chromium plated edge. Wood apron and drawers available in black, green, walnut or mahogany finishes. 2" tubular legs with 4" discs at bottom are chromium plated. This table is an ideal companion piece to desks shown on this page and on page 31.

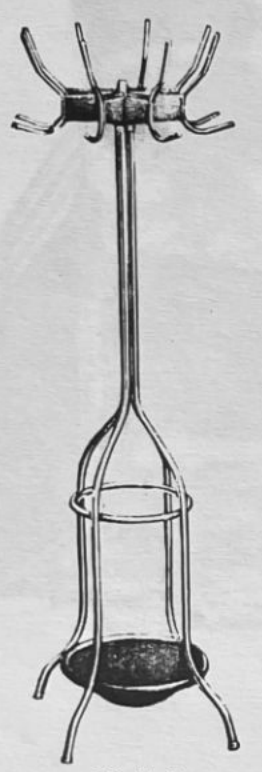
Size of top, 34" x 60"; height from floor, 30". Drawers, 17" x 15½".

DK-45-F DESK

Single pedestal, all steel desk. *Available in black or green finishes. Has one letter size drawer and one storage drawer which takes up to 5" x 8" cards and guides. Convenience tray in center drawer. Legs, drawer pulls and lock are chromium plated. Furnished with green linoleum top edged with chromium beading.

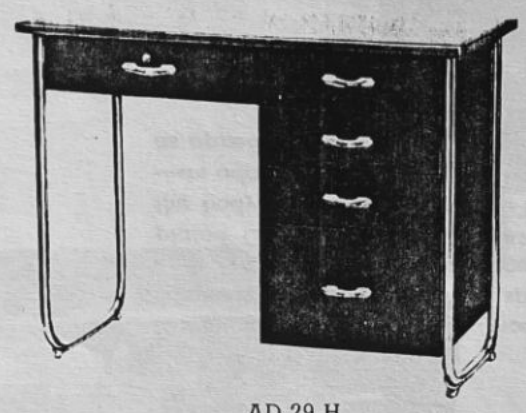
Size of top, 34" x 45"; height from floor, 30".

* Also available in walnut or mahogany finish at extra cost. See price list.

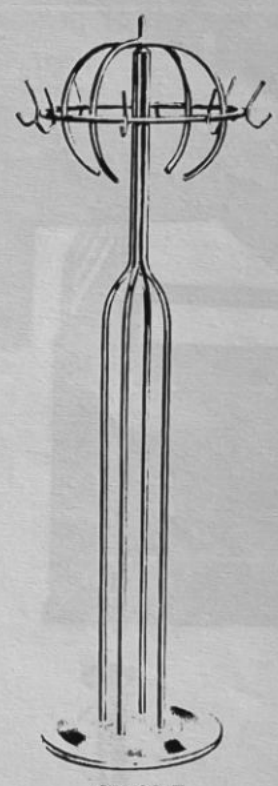


CU-21-B

CU-24-H



AD-29-H



CU-23-F

CU-25-H

CU-21-B COSTUMER

Chromium plated costumer with enameled umbrella pan and spider. May also be had entirely finished in enamel. See price list. Has eight hangers. ¾" tubing. Revolving top measures 21" in diameter. Diameter of base, 26". Height, 69½".

CU-24-H COSTUMER

Chromium plated costumer with enameled cast iron base. Has four ⅜" solid rod hangers. 1" tubing. Revolving top measures 15½" in diameter. Diameter of base, 16". Height, 75".

AD-29-H APPOINTMENT DESK

Plywood top and drawers in choice of stain or enamel finishes. Can also be had with formica top and stainless steel edge. Top left drawer is equipped with lock. 1" tubing. Size of top, 22" x 40". Height, 30".

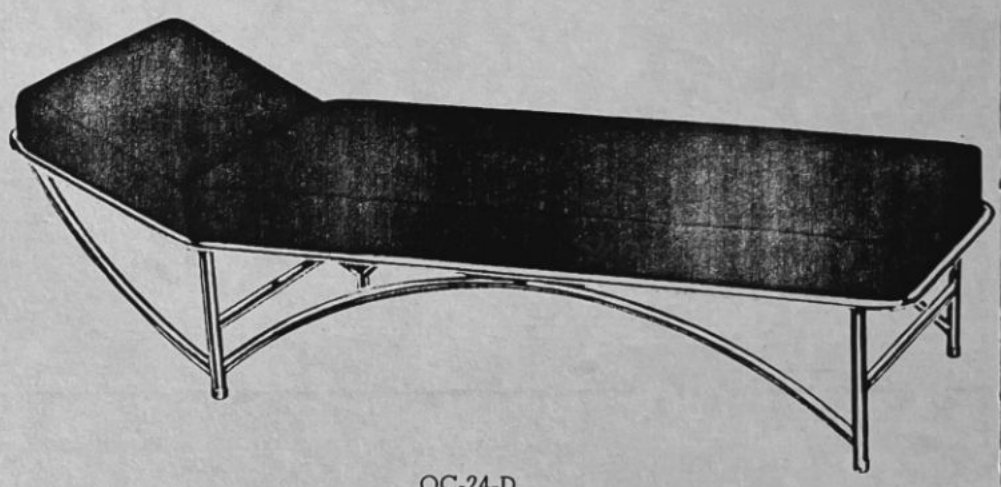
CU-23-F COSTUMER

This all-chromium plated costumer, with revolving top, has eight hangers. Base is 19" in diameter. ¾" tubing. Diameter of top ring, 20". Hanger height from floor, 66½". Height overall, 72".

CU-25-H COSTUMER

Chromium plated costumer with enameled cast iron base. Has five ⅜" solid rod hangers. 1" and ¾" tubing. Revolving top measures 21½" in diameter. Diameter of base, 16". Height, 75".

LLOYD CHROMIUM FURNITURE



OC-24-D

T-18-F

T-18-F CONFERENCE TABLE

Green linoleum is laminated to all steel top which is beaded with chromium plated edge. The wood apron, available in black, green, walnut or mahogany finishes, carries a drawer on each side, both of which are equipped with chromium plated drawer pulls. Legs are of 2" tubular steel, heavily chromium plated, with 4" discs at base.

Top measures 34" x 72"; height, 30". Drawers measure 17" wide, 16" deep.

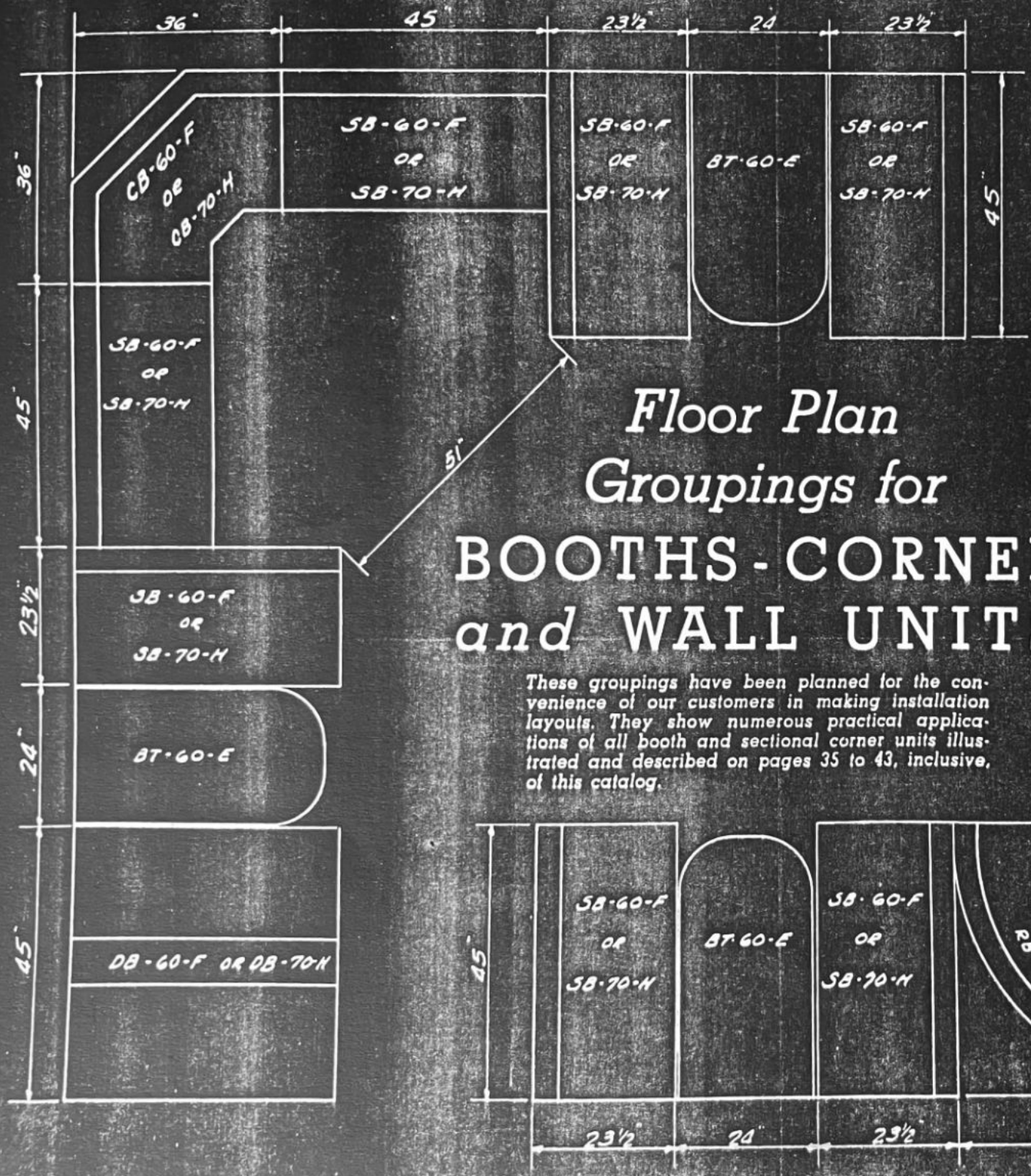
OC-24-D OFFICE COUCH

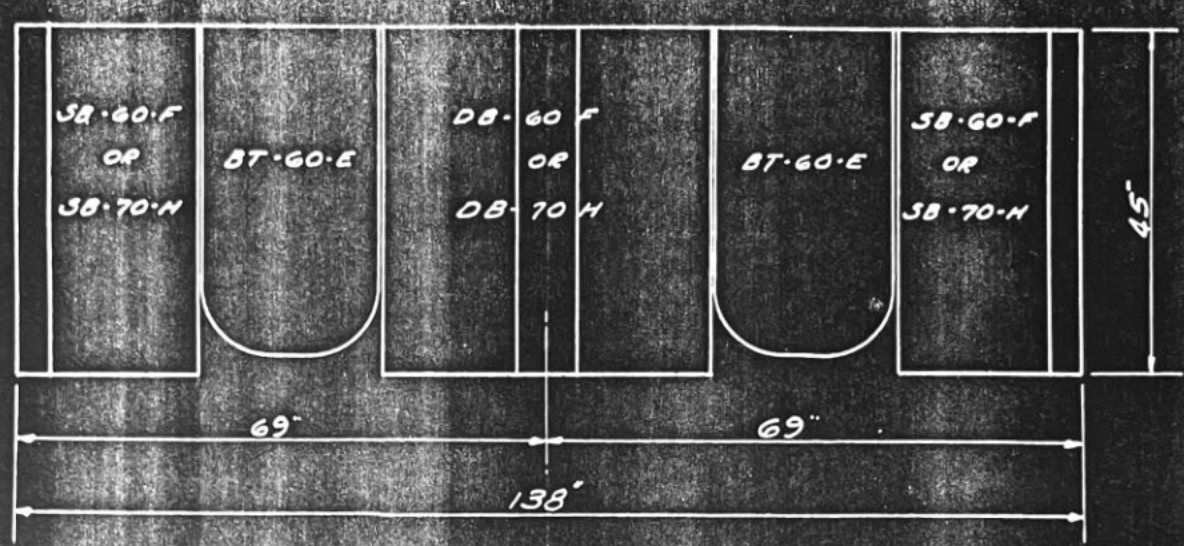
Extremely comfortable. Ideal for rest rooms, club rooms, professional offices and other commercial installations. Has spring-filled cushion and headrest, upholstered in leatherette. 1" chromium plated tubing.

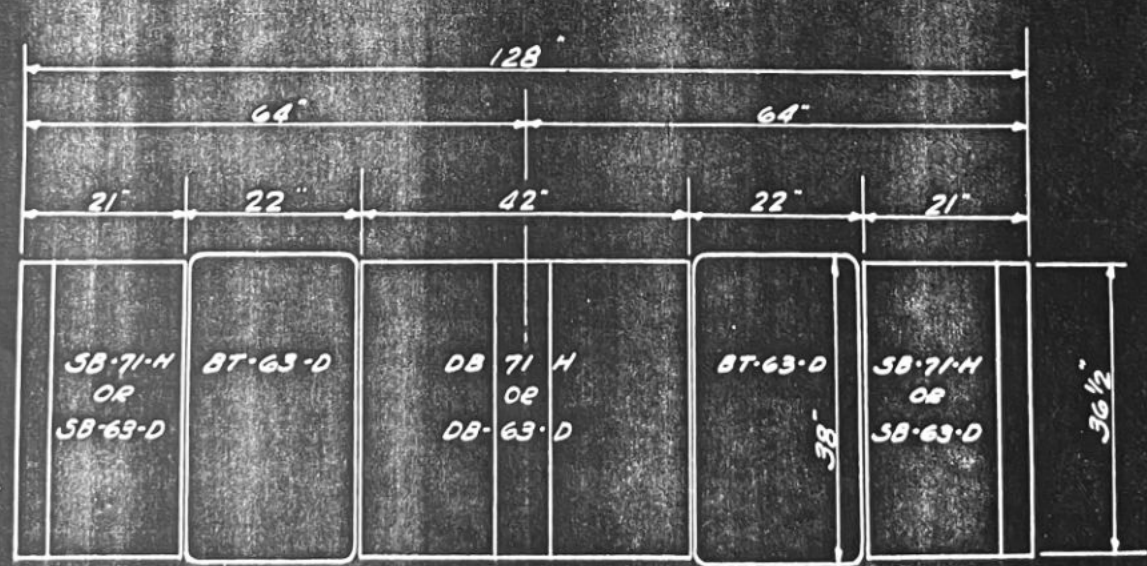
Width, 27". Length, including headrest, 73". Height, 17".

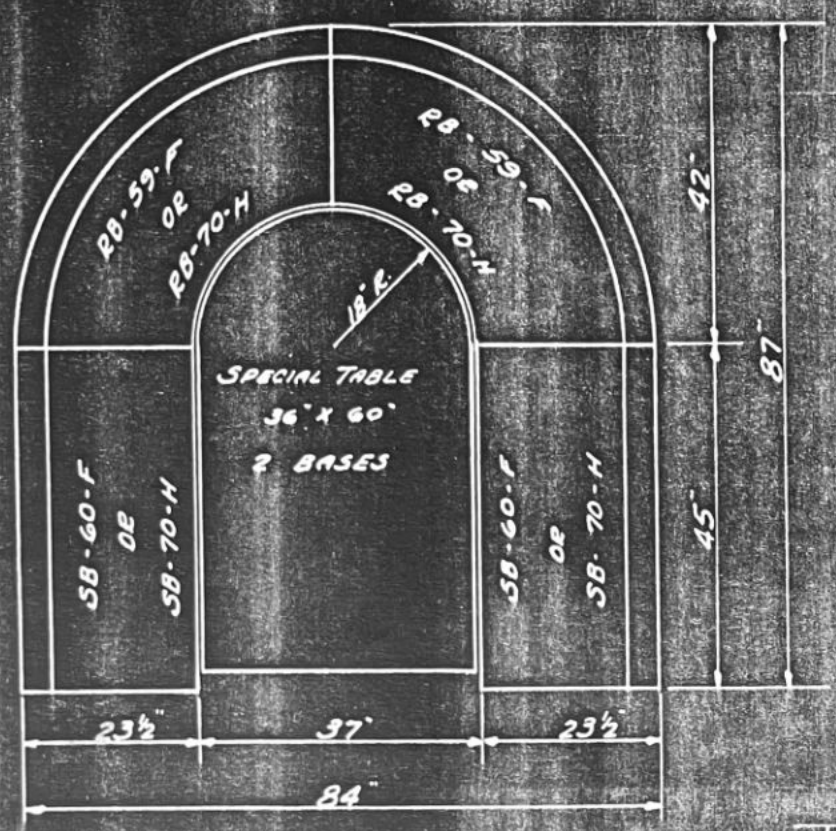
Floor Plan Groupings for BOOTHS - CORNER and WALL UNITS

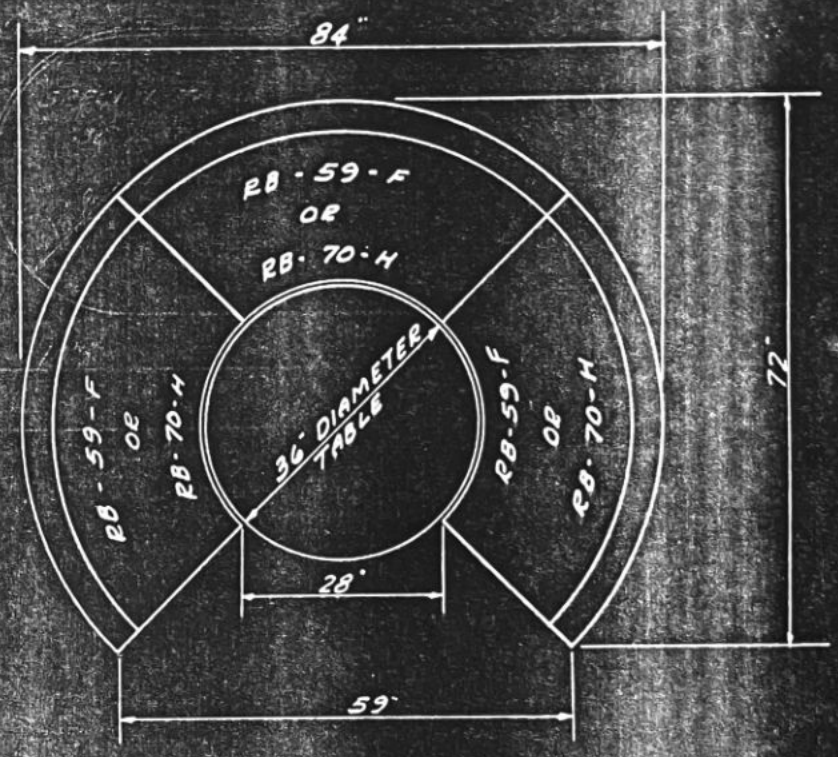
These groupings have been planned for the convenience of our customers in making installation layouts. They show numerous practical applications of all booth and sectional corner units illustrated and described on pages 35 to 43, inclusive, of this catalog.

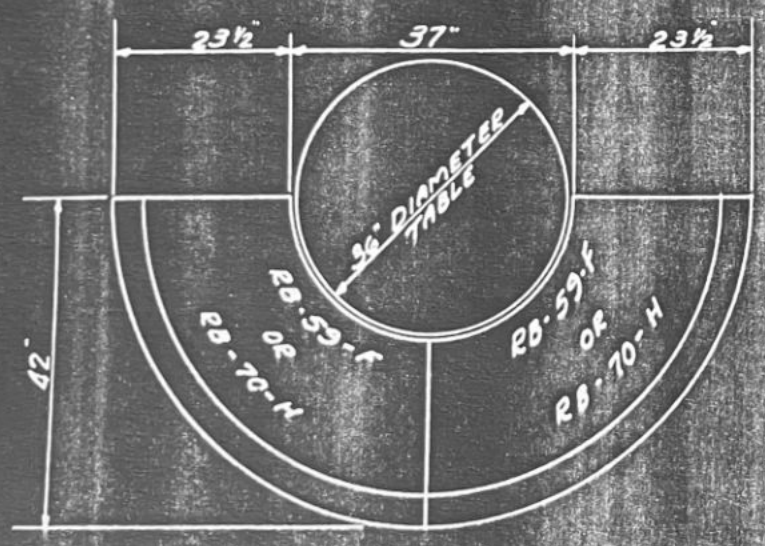


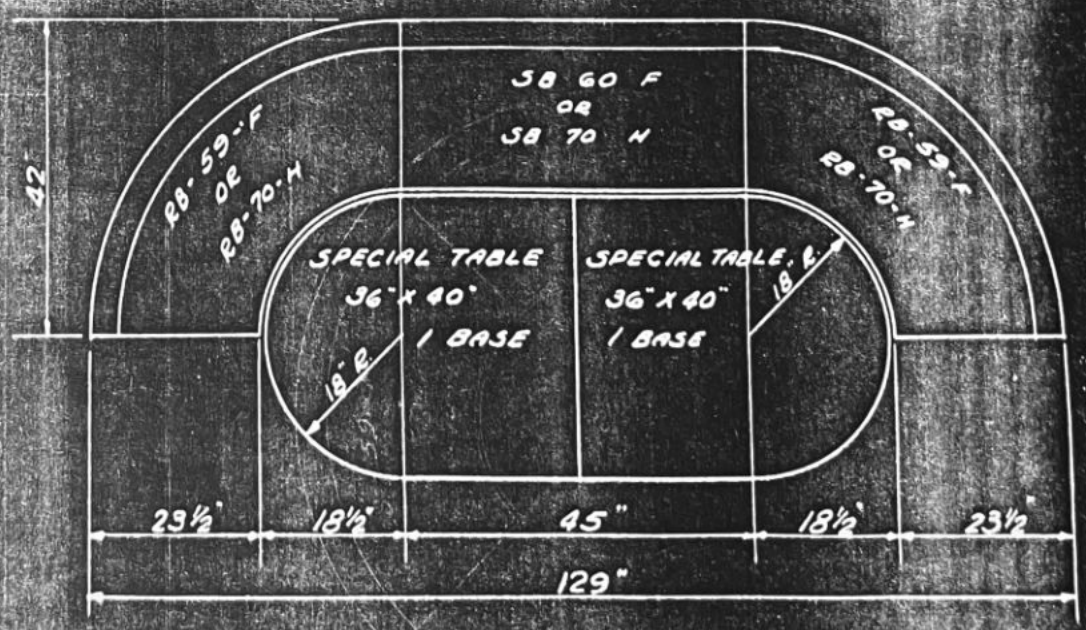


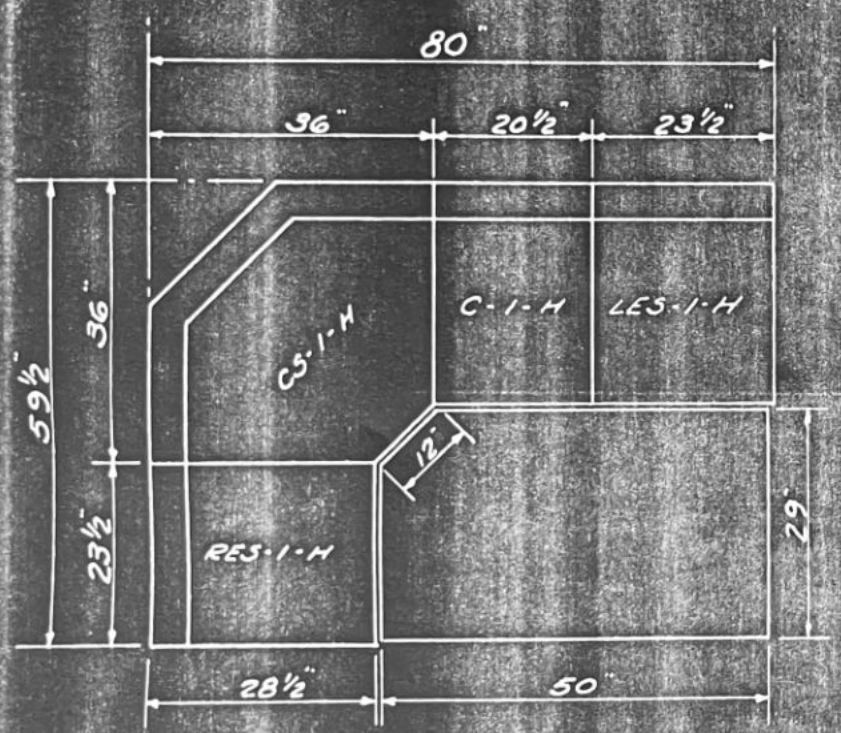


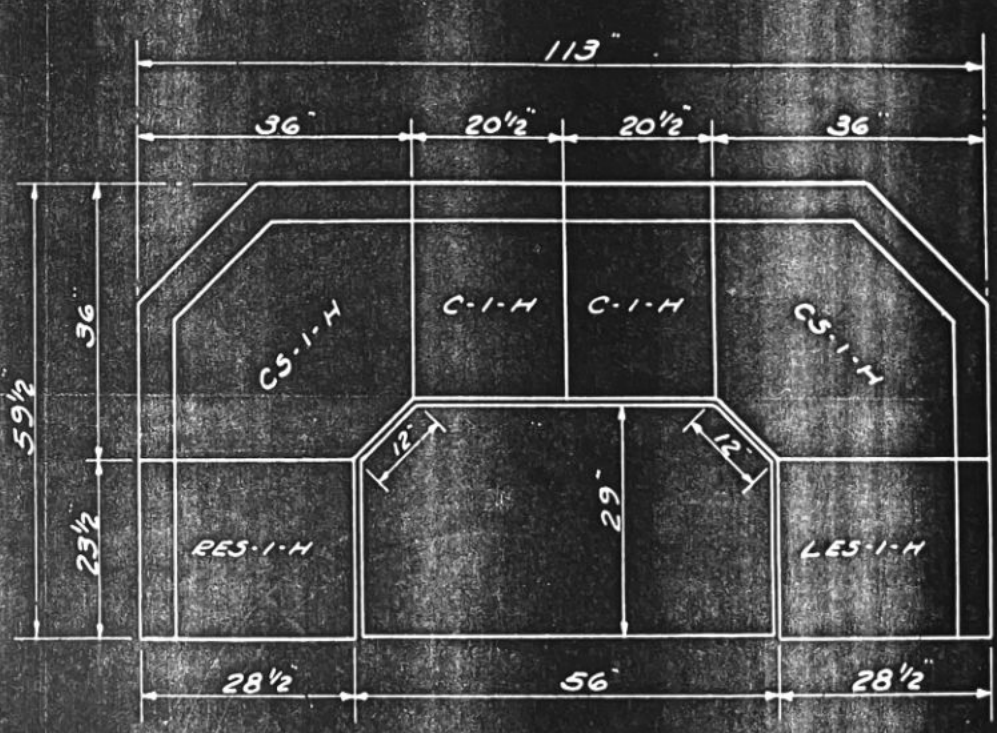

RB-59-F
OR
RB-70-H
RB-59-F
OR
RB-70-H
18" R.
SPECIAL TABLE
36" X 60"
2 BASES
SB-60-F
OR
SB-70-H
SB-60-F
OR
SB-70-H
42"
45"
87"
23½"
37"
23½"
84"


84"
RB-59-F
OR
RB-70-H
RB-59-F
OR
RB-70-H
36" DIAMETER
TABLE
RB-59-F
OR
RB-70-H
28"
72"
59"

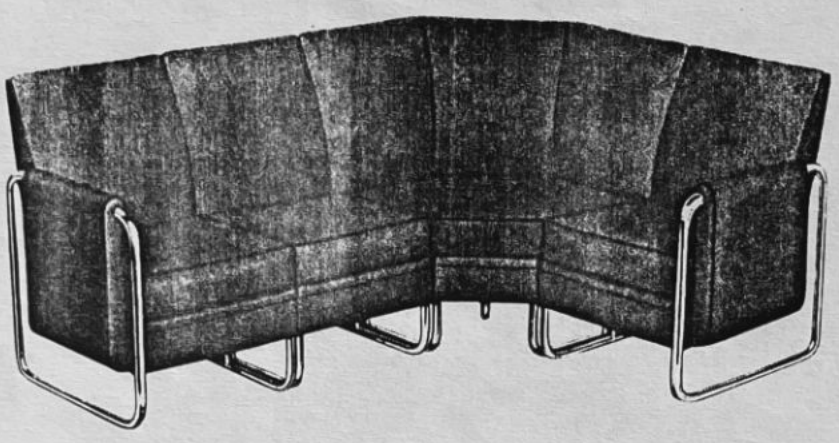

23½"
37"
23½"
36" DIAMETER
TABLE
RB-59-F
OR
RB-70-H
RB-59-F
OR
RB-70-H
42"


SB 60 F
OR
SB 70 H
RB-59-F
OR
RB-70-H
RB-59-F
OR
RB-70-H
42"
SPECIAL TABLE
36" X 40"
1 BASE
SPECIAL TABLE
36" X 40"
1 BASE
18" R.
18" R.
23½"
18½"
45"
18½"
23½"
129"

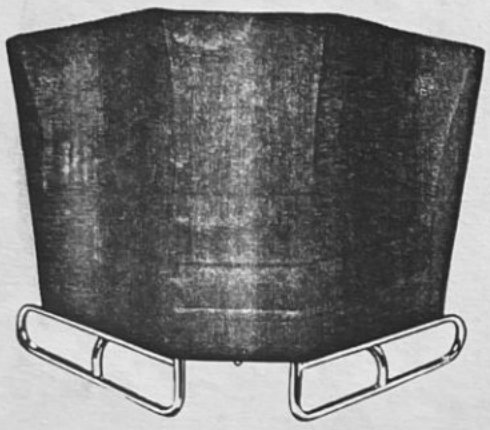

80"
36"
20½"
23½"
CS-1-H
C-1-H
LES-1-H
RES-1-H
12"
59½"
36"
23½"
29"
28½"
50"


113"
36"
20½"
20½"
36"
CS-1-H
C-1-H
C-1-H
CS-1-H
RES-1-H
LES-1-H
12"
12"
59½"
36"
23½"
29"
28½"
56"
28½"

LES-1-H



RES-1-H



CS-1-H

SECTIONAL CORNER GROUP 1-H

This modern, all-purpose davenport, which is growing in popularity for public installations, is designed to conform with any floor layout. Used collectively, it can be arranged to fit into corners or can be placed along the wall as booths. With the addition of a table an attractive cocktail group can be formed. The chair units can be used separately wherever desired. Has stationary, spring-filled seat cushions. "No-sag" spring in back. 1" tubing.

C-1-H

LES-1-H LEFT END SEAT

Stationary, spring-filled seat cushion. "No-sag" spring in back. 1" tubing.

Seat width, 20½"; depth, 19"; height from floor, 17½". Back width, 20½"; height from seat, 19½". Overall width, 23½"; overall depth, 28½".

CS-1-H CORNER SEAT

Stationary, spring-filled seat cushion. "No-sag" spring in back. 1" tubing.

Width across seat, 40"; depth at center, 25"; height from floor, 17½". Height of back from seat, 19½". Floor space required, 36" x 36".

C-1-H CENTER SEAT

Stationary, spring-filled seat cushion. "No-sag" spring in back. 1" tubing.

Seat width, 20½"; depth, 19"; height from floor, 17½". Back width, 20½"; height from seat, 19½". Overall width, 20½"; overall depth, 28½".

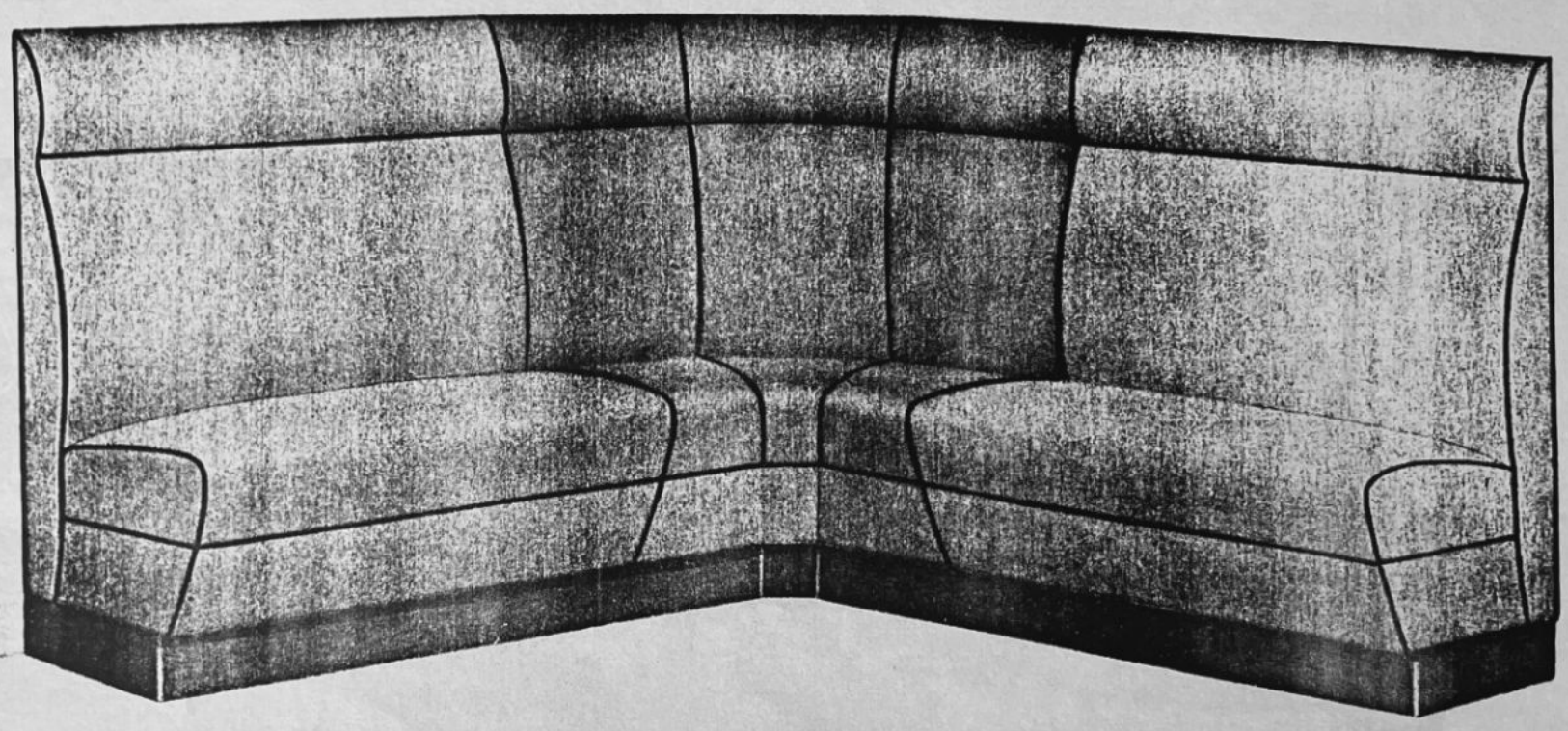
RES-1-H RIGHT END SEAT

Stationary, spring-filled seat cushion. "No-sag" spring in back. 1" tubing.

Seat width, 20½"; depth, 19"; height from floor, 17½". Back width, 20½"; height from seat, 19½". Overall width, 23½"; overall depth, 28½".

LLOYD CHROMIUM FURNITURE

The Lloyd Manufacturing Company is proud of its record in the designing and building of booths, tables, and sectional corner units for use in better class hotels, trains, restaurants, cocktail lounges. Write for complete information regarding your particular installation problems. Lloyd representatives will be glad to assist at no obligation. Write or phone today.



SB-70-H CB-70-H SB-70-H

SB-70-H SINGLE BOOTH

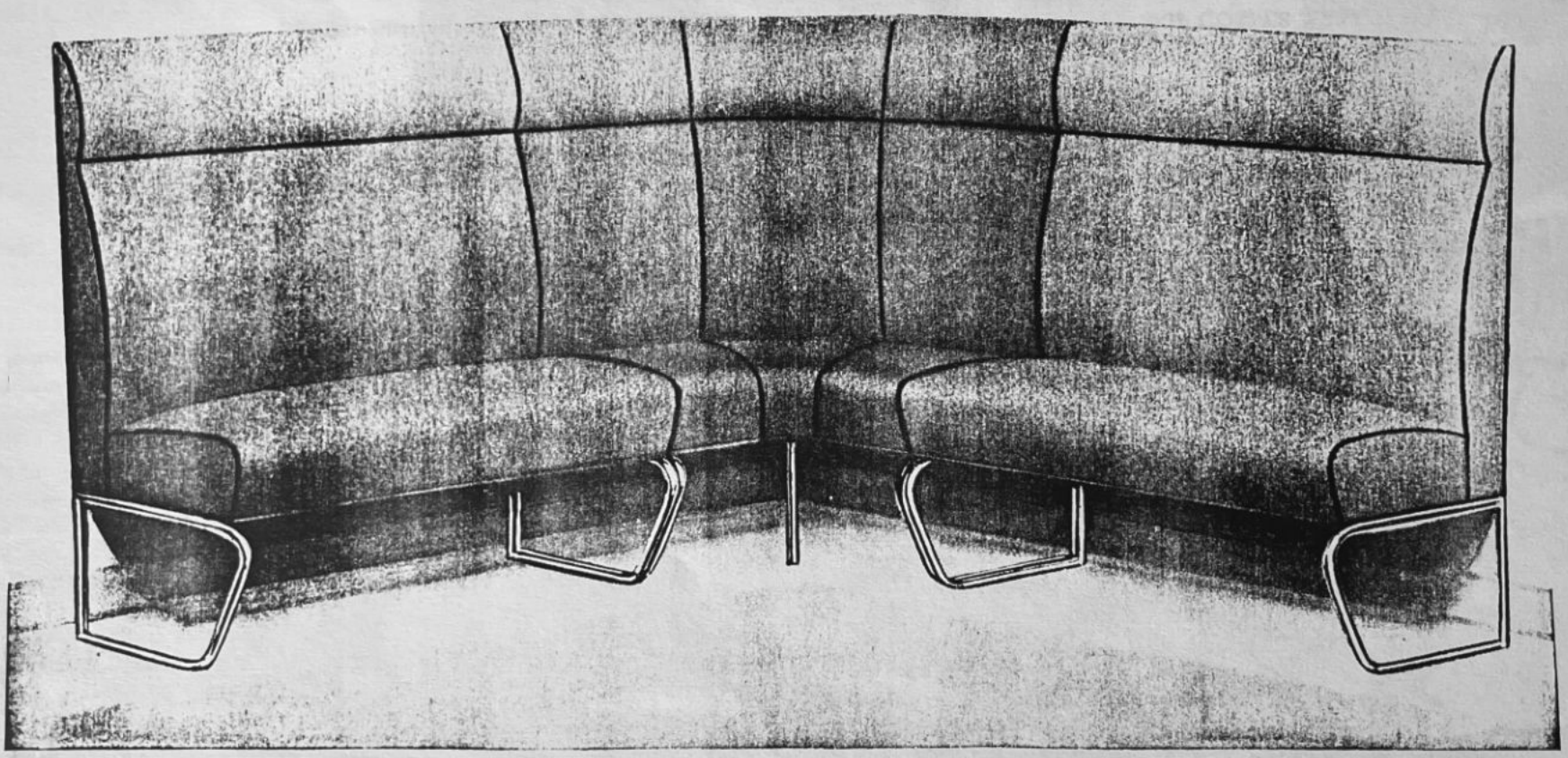
Spring-filled seat and "No-sag" spring in back. Leatherette upholstery. Costumer furnished at extra cost. See price list.

Seat width, 44"; depth, 17"; height from floor, 18". Back height from seat, 31". Overall height, 48"; overall depth, 23"; overall width, 45". Also available in 42" overall height. See price list.

CB-70-H CORNER SEAT

Spring-filled seat and padded back. Design and construction conform with single booth seat SB-70-H, two of which are illustrated here. Leatherette upholstery. Depth of seat, 17"; height from floor, 18"; height of back from seat, 31". Overall height, 48". Also available in 42" overall height. See price list.

Floor space required for corner seat CB-70-H, 36 square inches. When combined with two single booth seats (SB-70-H), as illustrated, 81" from the corner on each side are required.



SB-60-F CB-60-F SB-60-F

CB-60-F CORNER SEAT

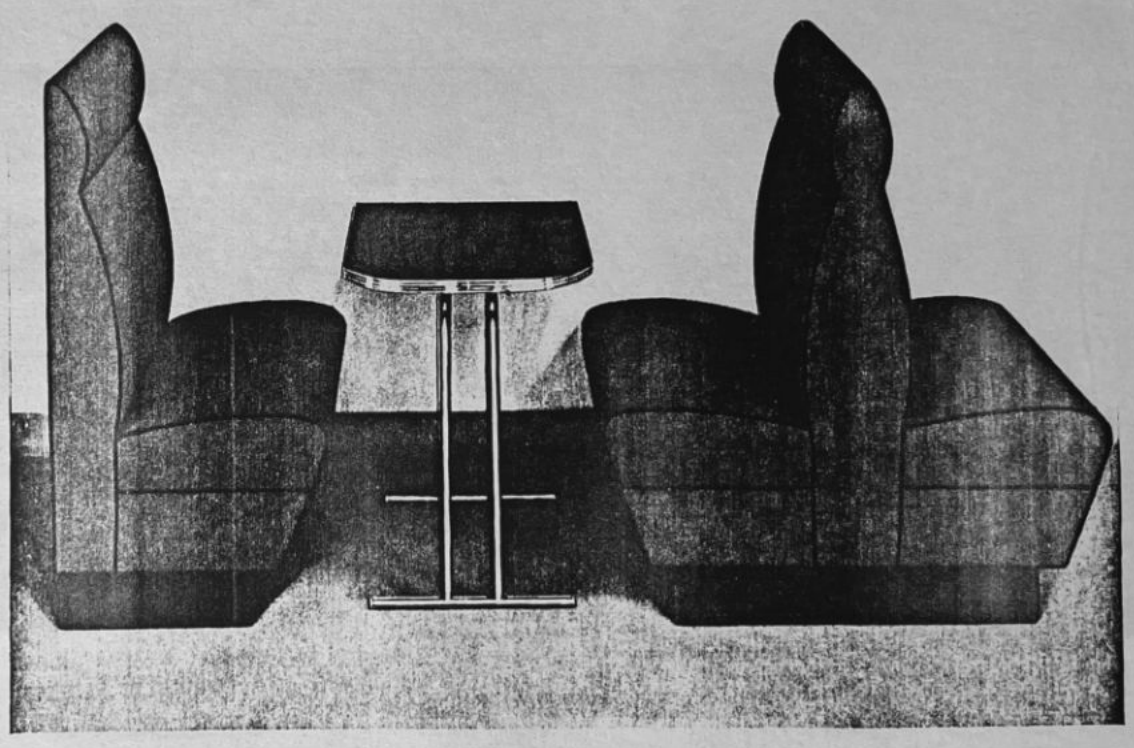
This corner seat has a chromium plated tubular steel frame, spring-filled seat and padded back. Its design and construction conform with Lloyd's single booth seat, two of which are illustrated here and described on page 39. Upholstered in choice of leatherettes. 1" tubing.

Using the corner seat CB-60-F together with two single booth seats (SB-60-F), as shown above, makes an ideal corner grouping.

Depth of corner seat CB-60-F, 17"; height from floor, 18"; height of back from seat, 31". Overall height, 48". Also available in 42" overall height. See price list.

Floor space required for corner seat CB-60-F, 36 square inches. When combined with two single booth seats (SB-60-F), as illustrated, 81" from the corner on each side are required.

Consider these Lloyd advantages. Sound construction — heavy chromium plating, all joints welded or rigidly bolted, seamless-sealed tubing. Lasting beauty — chromium easily cleaned by occasional wiping with a dry cloth, washable, leatherette coverings, stainless - alcohol - proof table tops. Comfort and utility — spring-filled seats and backs, soft, pliable coverings that provide an air of luxury and fine living. These, and many more, are the reasons why Lloyd Chromium-plated furniture is best for your requirements.



SB-70-H BT-60-E DB-70-H

SB-70-H SINGLE BOOTH

Spring-filled seat and "No-sag" spring in back. Leatherette upholstery. Costumer furnished at extra cost. See price list.

Seat width, 44"; depth, 17"; height from floor, 18". Back height from seat, 31". Overall height, 48"; overall depth, 23"; overall width, 45". Also available in 42" overall height. See price list.

NOTE: Can be had in 22" seat width, to accommodate 1 person, under SB-70½-H.

BT-60-E BOOTH TABLE

Movable table illustrated available with formica top and metal edging or plywood top with or without metal edging. 1" tubular base.

Top measures 24" x 42"; height, 29". May also be had with top 22" x 38" or 29" x 42".

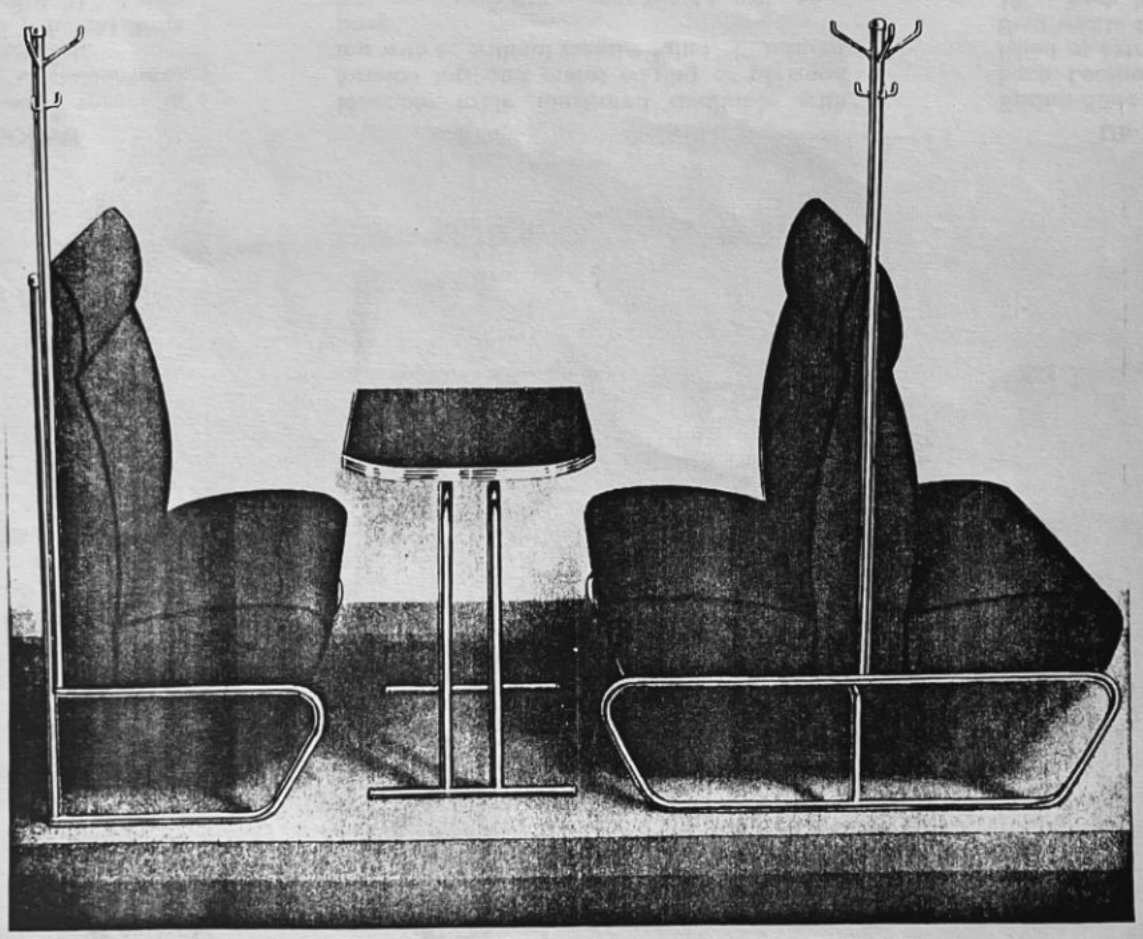
NOTE: For use with SB-70½-H or DB-70½-H booth, this table is available with 22" x 24" or 22" x 29" top under BT-60½-F.

DB-70-H DOUBLE BOOTH

Spring-filled seat and "No-sag" spring in back. Leatherette upholstery. Costumer furnished at extra cost. See price list.

Seat width, 44"; depth, 17"; height from floor, 18". Back height from seat, 31". Overall height, 48"; overall depth, 45"; overall width, 45". Also available in 42" overall height. See price list.

NOTE: Can be had in 22" seat width, to accommodate 2 persons, under DB-70½-H.



SB-60-F BT-60-E DB-60-F

SB-60-F SINGLE BOOTH

Spring-filled seat and "No-sag" spring in back. Leatherette upholstery. 1" tubing. Costumer, as illustrated, furnished at extra cost. See price list.

Seat width, 44"; depth, 17"; height from floor, 18". Back height, 31". Overall height, 48"; overall depth, 23½"; overall width, 45". Also available in 42" overall height. See price list.

NOTE: To accommodate 1 person, booth is available in one-half size (22" seat width) under SB-60½-F.

BT-60-E BOOTH TABLE

Movable table illustrated available with formica top and metal edging or plywood top with or without metal edging. 1" tubular base.

Top measures 24" x 42"; height, 29". May also be had with top 22" x 38" or 29" x 42".

NOTE: For use with SB-60½-F or DB-60½-F, this table is available with 22" x 24" or 22" x 29" top, under BT-60½-F.

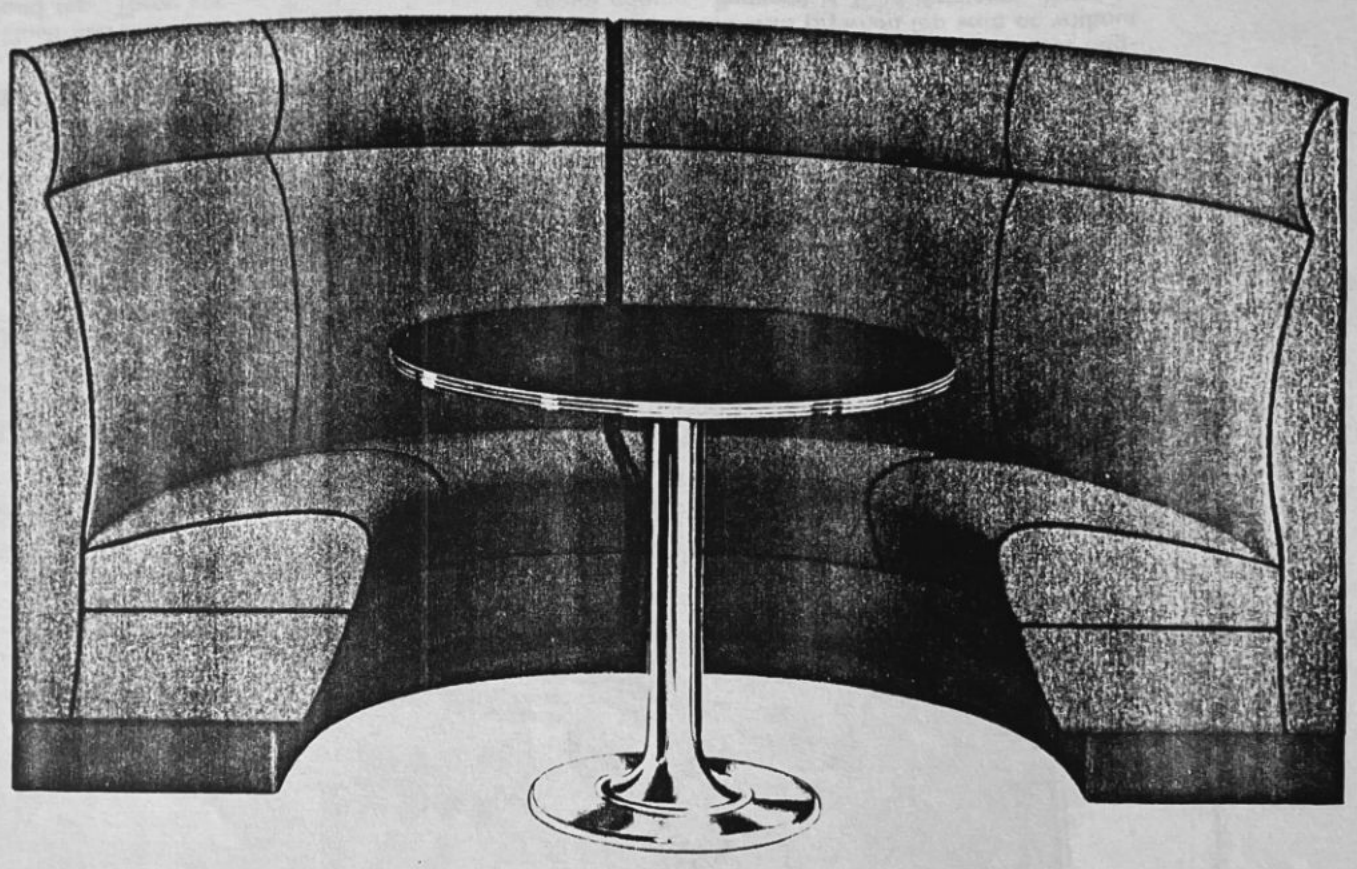
DB-60-F DOUBLE BOOTH

Spring-filled seat and "No-sag" spring in back. Leatherette upholstery. 1" tubing. Costumer, as illustrated, furnished at extra cost. See price list.

Seat width, 44"; depth, 17"; height from floor, 18". Back height from seat, 31". Overall height, 48"; overall depth, 45"; overall width, 45". Also available in 42" overall height. See price list.

NOTE: To accommodate 2 persons, booth is available in one-half size (22" seat width) under DB-60½-F.

There is new attractive gayety and charm where this Lloyd Chromium-plated Furniture is installed—a spirit which enhances the pleasure of patrons and brings them back again and again. Not only that, but food and drinks actually seem to taste better when served in attractive surroundings.



RB-70-H T-72-C RB-70-H

RB-70-H BOOTH

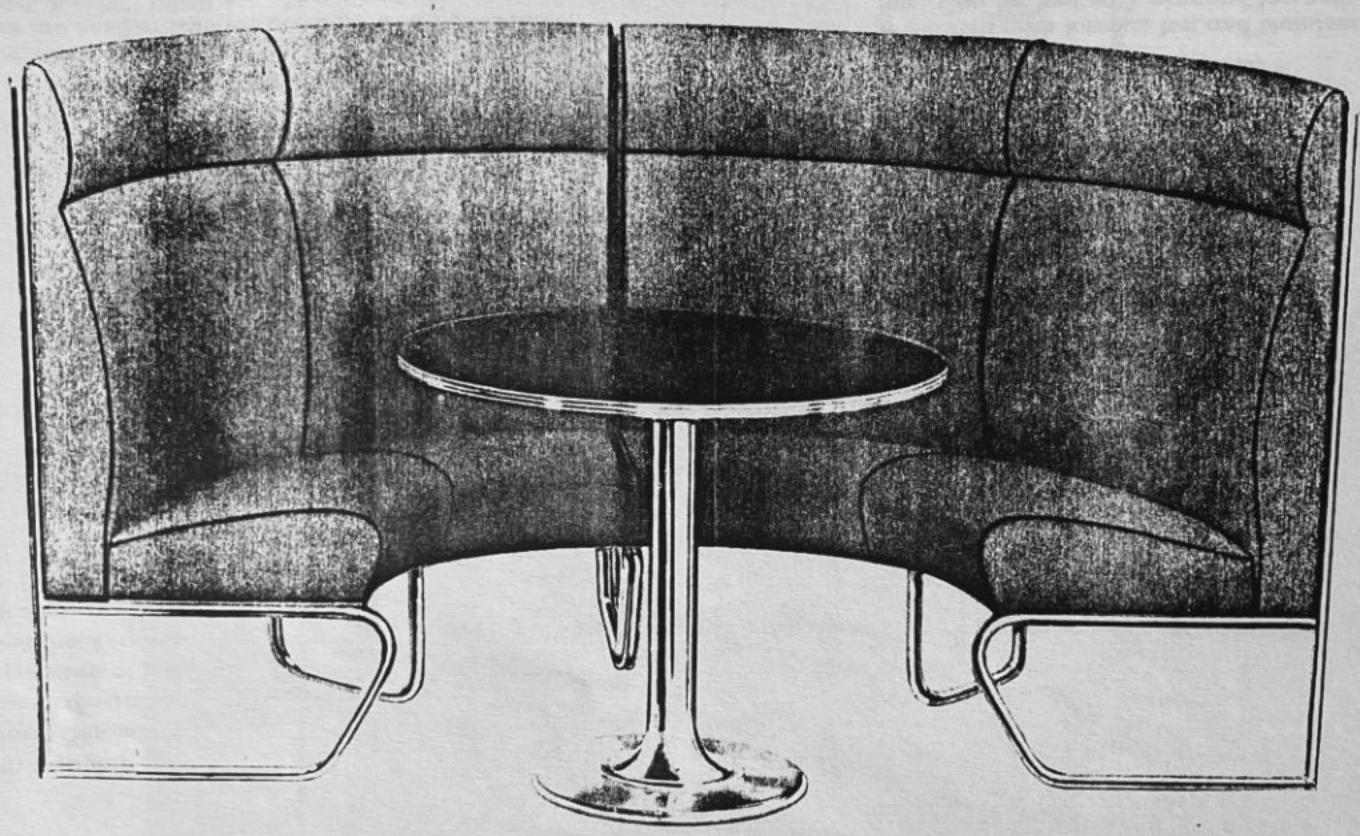
Circular booth with 84" outside diameter. Two sections are needed as illustrated here with T-72-C table, which has 36" round top. Three sections are needed for three-quarter circular booth. Spring-filled seat and "No-sag" spring in back. Leatherette upholstery.

Seat depth, 17"; height from floor, 18". Back height from seat, 31". Overall height, 48"; overall depth, 23". Also available in 42" overall height. See price list.

T-72-C TABLE

Illustrated with formica top and stainless steel edging. Can be had with plywood top with or without metal edging. Pedestal is 3" in diameter. Furnished with chromium plated pedestal and base, or with chromium plated pedestal and enameled base. See price list.

May be had in the following size tops; 29" round; 29" square; 36" round; 36" square; 29" x 36"; 29" x 42". Height, 29".



RB-59-F T-72-C RB-59-F

RB-59-F BOOTH

Circular booth with 84" outside diameter. Two sections are needed for booth as illustrated here with T-72-C table, which has 36" round top. Three sections needed for three-quarter circular booth. Spring-filled seat and "No-sag" spring in back. Leatherette upholstery.

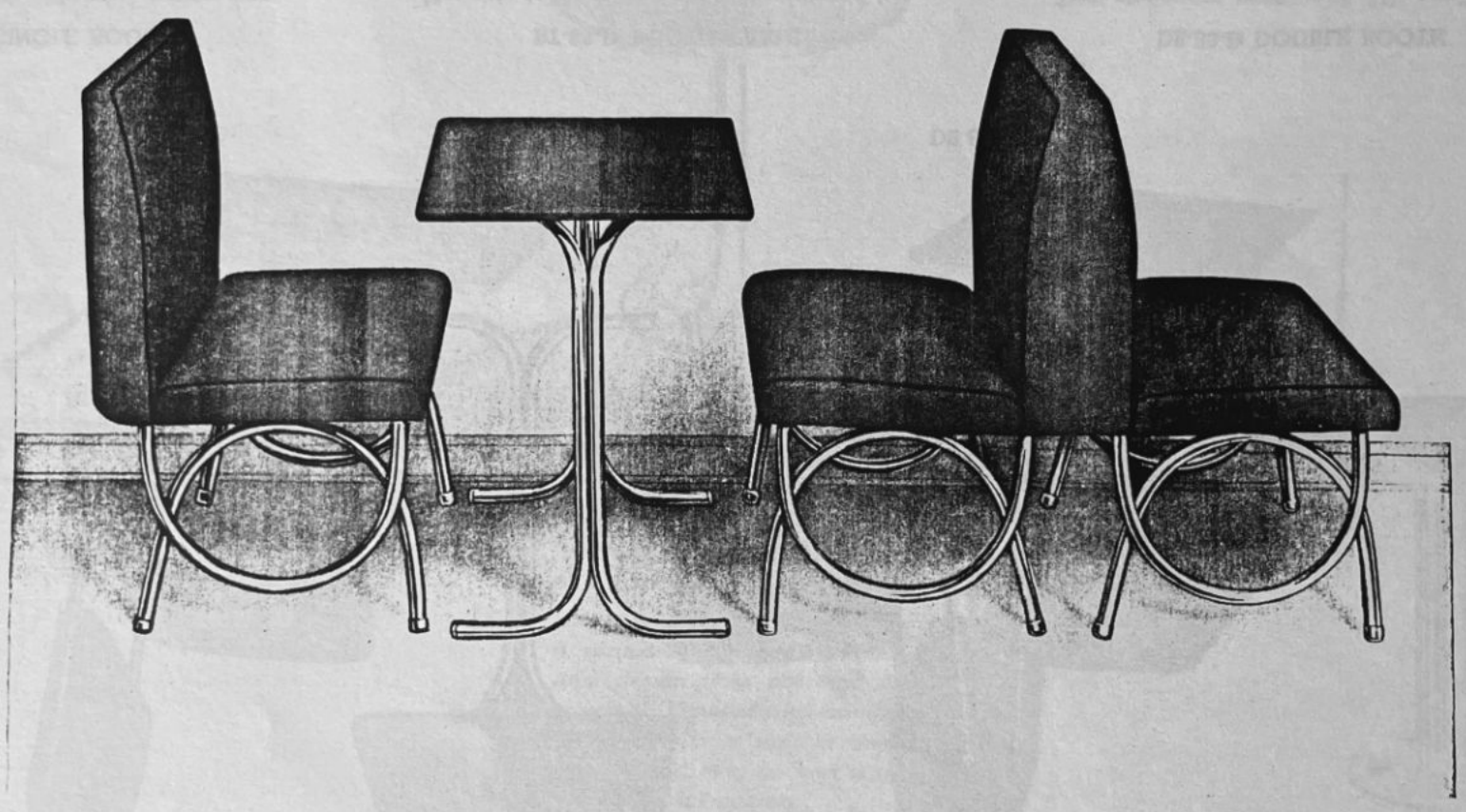
Seat depth, 17"; height from floor, 18"; back height from seat, 31". Overall height, 48"; overall depth, 23½". 1" tubing. Can also be had in 42" overall height. See price list.

T-72-C TABLE

Illustrated with formica top and stainless steel edging. Can be had with plywood top with or without metal edging. Pedestal is 3" in diameter. Furnished with chromium plated pedestal and base, or with chromium plated pedestal and enameled base. See price list.

May be had in the following size tops: 29" round; 29" square; 36" round; 36" square; 29" x 36"; 29" x 42". Height, 29".

LLOYD CHROMIUM FURNITURE



SB-71-H BT-63-D DB-71-H

SB-71-H SINGLE BOOTH

"No-sag" spring in seat. Padded back. Leatherette upholstery with contrasting or self welts. 1" tubing. Costumer furnished at extra cost. See price list.

Seat width, 36"; depth, 17½"; height from floor, 17½". Back height, 19". Overall height, 36"; overall depth, 21"; overall width, 36½".

BT-63-D BOOTH TABLE

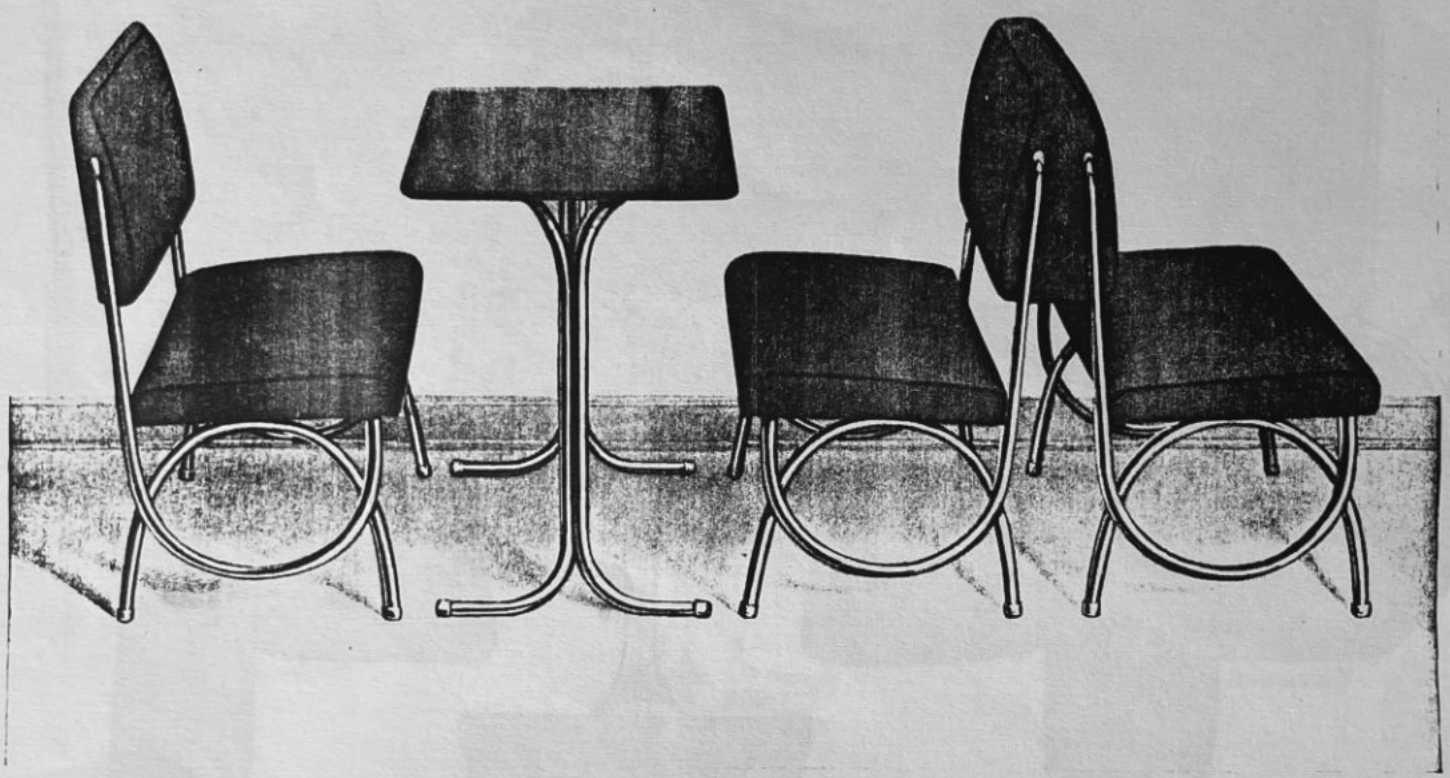
Movable table, illustrated with plywood top without metal edge. Also available with formica or plywood top with stainless steel edge. 1" tubular base.

Top measures 22" x 38". Height, 29". May also be had with 24" x 42" or 29" x 42" top.

DB-71-H DOUBLE BOOTH

"No-sag" spring in seats. Padded back. Leatherette upholstery with contrasting or self welts. 1" tubing. Costumer furnished at extra cost. See price list.

Seat width, 36"; depth, 17½"; height from floor, 17½". Back height, 19". Overall height, 36"; overall depth, 42"; overall width, 36½".



SB-63-D BT-63-D DB-63-D

SB-63-D SINGLE BOOTH

Stationary seat with "No-sag" spring construction. Padded back. 1" tubing. Costumer furnished at extra cost. See price list.

Seat width, 36"; depth, 18"; height from floor, 17½". Back height, 19". Overall height, 35"; overall depth, 21"; overall width, 36½".

BT-63-D BOOTH TABLE

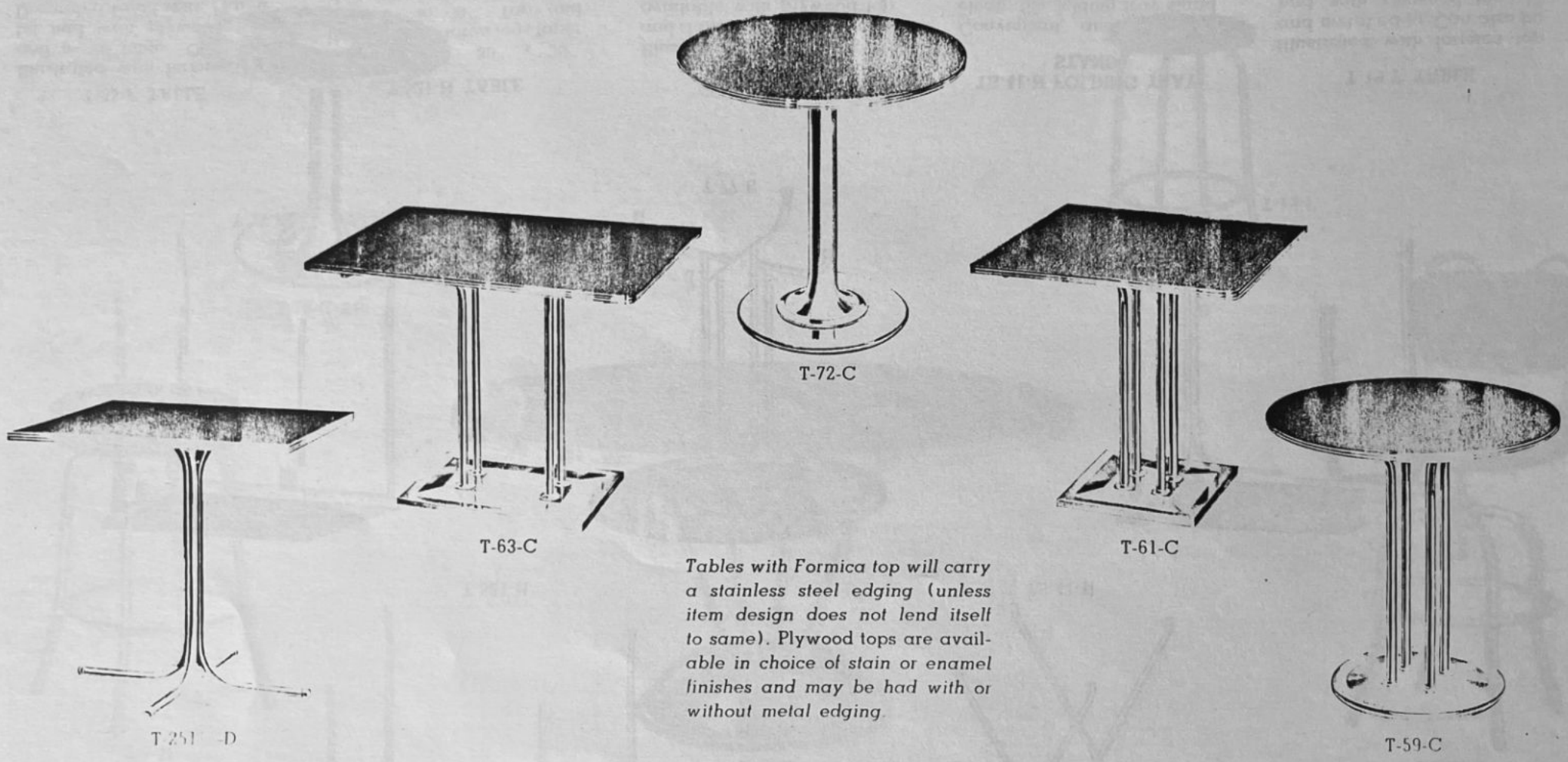
Movable table, illustrated with plywood top without metal edge. Also available with formica or plywood top with stainless steel edge. 1" tubular base.

Top measures 22" x 38". Height, 29". May also be had with 24" x 42" or 29" x 42" top.

DB-63-D DOUBLE BOOTH

Two stationary seats with "No-sag" spring construction. Padded back. 1" tubing. Costumer furnished at extra cost. See price list. Seat width, 36"; depth, 18"; height from floor, 17½". Back height, 19". Overall height, 35"; overall depth, 42"; overall width, 36½".

LLOYD CHROMIUM FURNITURE



T-251½-D T-63-C T-72-C T-61-C T-59-C

Tables with Formica top will carry a stainless steel edging (unless item design does not lend itself to same). Plywood tops are available in choice of stain or enamel finishes and may be had with or without metal edging.

T-251½-D TABLE

Furnished with formica top and stainless steel edge, as illustrated, or with plywood top. 1 1/16" tubing. Top may be had in 13/16" or 1¼" thickness and in the following sizes: 29" or 36" square, 29" x 36", 29" x 42", or 29" x 60" with two bases. Height, 29".

T-63-C TABLE*

Furnished with formica top and stainless steel edge, as illustrated, or with plywood top. 1 1/16" tubing. Top, 29" x 36", available in 13/16" or 1¼" thickness.

Height, 29". May also be had with 29" x 42" top, or 29" x 60" top with two bases.

T-72-C TABLE*

Furnished with formica top and stainless steel edge, as illustrated, or with plywood top. Pedestal is 3" in diameter. Top may be had in 13/16" or 1¼" thickness and in the following sizes: 29" round, 29" square, 36" round, 36" square, 29" x 36", 29" x 42". Height, 29".

T-61-C TABLE*

Furnished with formica top and stainless steel edge, as illustrated, or with plywood top. 1 1/16" tubing. Available with 29" or 36" square top, in 13/16" or 1¼" thickness. Height, 29".

T-59-C TABLE*

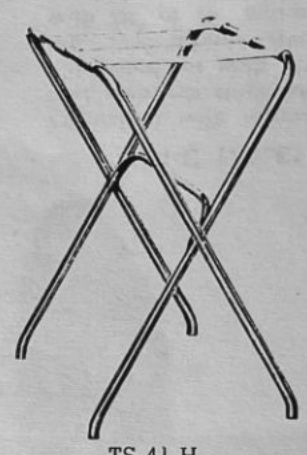
Furnished with formica top and stainless steel edge, as illustrated or with plywood top. 1 1/16" tubing. Available with 29" or 36" round top, in 13/16" or 1¼" thickness. Height, 29".

NOTE: Available with 29" or 36" round top under T-251-D

*These tables are available with chromium plated pedestal and base, or with chromium plated pedestal and enameled base

LLOYD CHROMIUM FURNITURE

T-521-H



TS-41-H

T-35-F

T-77-E

T-19-F

T-35-F TABLE

Illustrated with formica top and metal edge. Can also be had with plywood top. Decorated wood skirt. Flared legs taper from $1\frac{1}{16}$" to ¾". Table is 30" high and tops of 29" x 29" or 29" x 36" are available. Can also be had 24" x 24" under T-34-F, or 36" x 36" under T-36-F.

T-521-H TABLE

Plywood top, 30" x 30". Height, 30". Flared legs taper from 1" to ¾". Top and skirt regularly furnished in choice of stain finishes. Top only (not skirt) available in formica or enamel finishes if desired.

NOTE: May be had with 36" x 36" top under T-522-H

T-77-E TABLE

Illustrated with formica top and stainless steel edge. Also available with plywood top. 1" tubing. Top, 29" in diameter. Height, 29".

TS-41-H FOLDING TRAY STAND

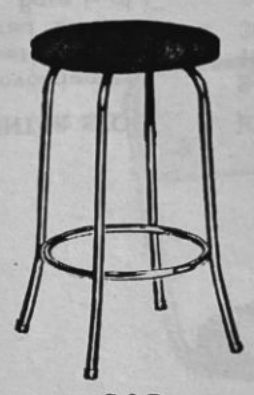
Convenient and easy to clean, this folding tray stand is indispensable for restaurant use. 1" and ¾" chromium plated tubing. Size at top, 18" x 18". Height, 32". Has three 3" wide straps.

T-19-F TABLE

Illustrated with formica top and metal edge. Can also be had with plywood top. 1" tubing. Size of top, 29" x 29". Height, 29". Also available with top 29" x 36", 29" x 42", 29" x 60", and 36" x 36".

LLOYD CHROMIUM FURNITURE

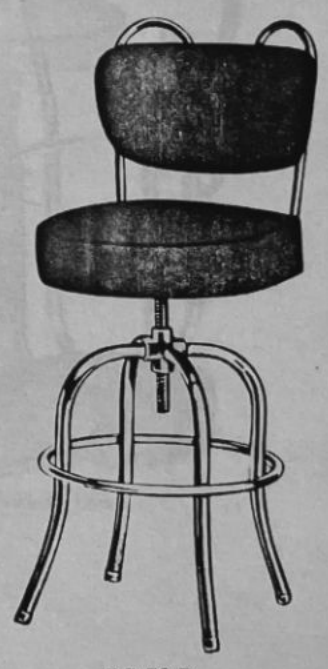
T-70-C-AR



S-3-D

S-7-H

T-33-F



RS-70-B

S-7-H UTILITY STOOL

Stationary, padded seat, upholstered in choice of leatherettes. ¾" tubing. Diameter of seat, 13½". Height, 24".

T-70-C-AR ASH RECEIVER

Combination ash receiver and table with formica top and stainless steel edge. Top measures 22" in diameter; height, 20". Diameter of chromium pedestal, 3"; diameter of chromium base, 16½".

NOTE: May be had with chromium plated pedestal and enameled cast iron base under T-70-B-AR. See price list.

T-33-F GAME TABLE

This beautiful game table is banded with a stainless steel edging and has a linoleum top 1¼" thick. 1" steel tubing makes up the under construction. Enameled cast iron base is 23½" in diameter.

Diameter of top is 54" and height is 29".

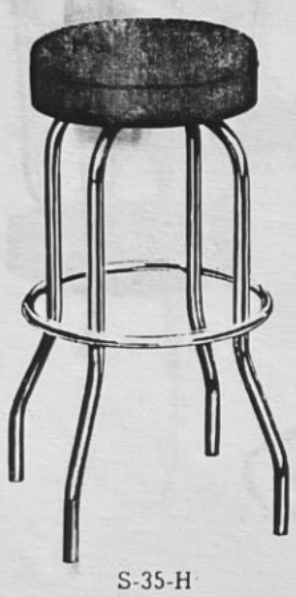
S-3-D STOOL

Stationary, shaped wood seat, in choice of enamel finishes. ¾" tubing. Diameter of seat, 13". Height, 23".

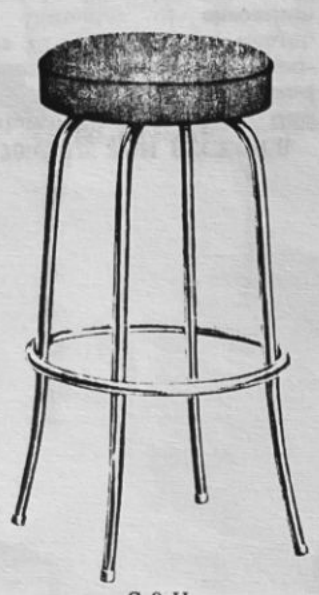
RS-70-B CASHIER'S STOOL

Revolving, spring-filled seat and padded back, upholstered in choice of leatherettes. Tubing, ¾" in back, $1\frac{1}{16}$" in base. ¾" footrest.

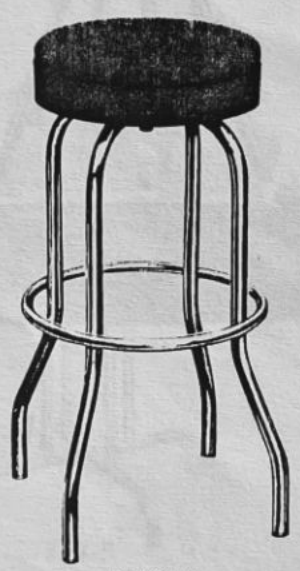
Seat width, 16"; depth, 16"; height from floor adjustable from 24" to 30". Height of back from seat, 12½".



S-35-H

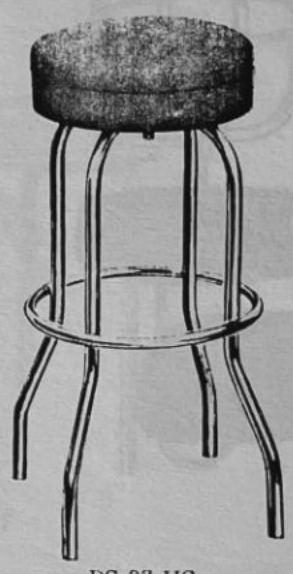


S-8-H



RS-36-H

RS-38-HS



RS-37-HS

S-35-H COUNTER STOOL

Padded, stationary seat. 13½" in diameter. Height, 30". Upholstered in choice of leatherettes. Base is of 1" tubing with ¾" footrest.

S-8-H COUNTER STOOL

Padded, stationary seat. 13½" in diameter. Height, 30". Upholstered in choice of leatherettes. ¾" tubing.

RS-36-H COUNTER STOOL

Padded, revolving seat. 13½" in diameter. Height, 30". Upholstered in choice of leatherettes. Base is of 1" tubing with ¾" footrest.

RS-38-HS COUNTER STOOL

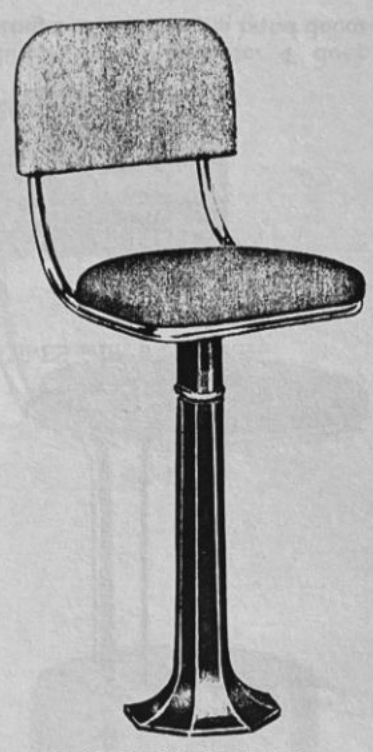
Spring-filled, revolving seat, 13½" in diameter. Height, 30". Upholstered in choice of leatherettes. Base is of 1" tubing with ¾" footrest.

RS-37-HS COUNTER STOOL

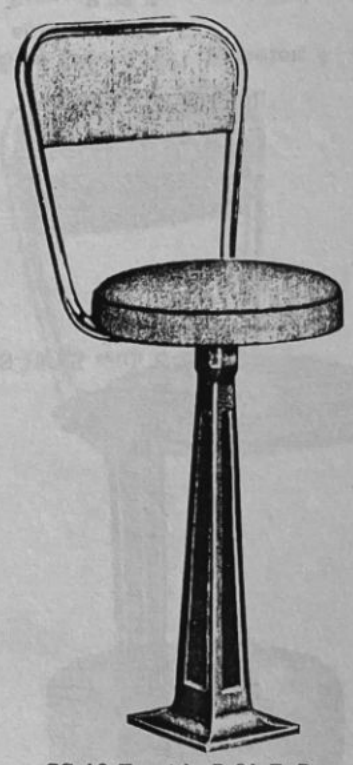
Spring-filled, revolving seat, 13½" in diameter. Height, 30". Upholstered in choice of leatherettes. Base is of 1" tubing with ¾" footrest.

LLOYD CHROMIUM FURNITURE

SS-16-E with B-23-E Base



SS-14-E with B-22-E Base



SS-13-E with B-21-E Base

Standard colors available on porcelain pedestals will be black or white — other colors may be had at small extra charge. Enamel pedestals are available in any color desired — to match or contrast with upholstery.

PEDESTAL CHAIR

SEAT — SS-16-E — width, 15½"; depth, 14"; back height, 12". Padded seat and back panel. ¾" and 1" chromium plated tubular frame.

PEDESTAL BASE—B-23-E — all-chromium base unit with tripod. Also available in enamel finishes.

Heights Complete — 17½", 19½", 22", 25", 28", 30".

PEDESTAL CHAIR

SEAT—SS-14-E—width, 14½"; depth, 13½"; back height, 13". Padded seat and back. ¾" chromium plated tubular frame.

PEDESTAL BASE—B-22-E — all-porcelain base unit with tripod. Also available in enameled finishes or chromium plated.

Heights Complete — 19½", 22½", 26½" 28½", 31½".

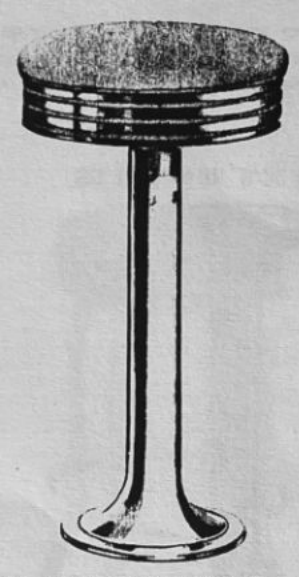
PEDESTAL CHAIR

SEAT—SS-13-E—diameter, 13"; back height, 13½". Padded seat and inserted panel back. ¾" chromium plated tubular frame.

PEDESTAL BASE—B-21-E—porcelain base unit with tripod. Also available in enamel finishes or chromium plated.

Heights Complete — 19½", 22½", 26½", 28½", 31½".

SS-17-E with B-21-E Base



SS-20-ES with B-23-E Base

SS-18-ES with B-22-E Base

PEDESTAL STOOL

SEAT — SS-17-E — 13½" diameter; 4" deep. Padded seat.

PEDESTAL BASE—B-21-E—porcelain base unit. Also available in enamel finishes or chromium plated.

Heights Complete — 21½", 24½", 28½", 30½".

PEDESTAL STOOL

SEAT — SS-20-ES — 13½" diameter; 4" deep. "No-sag" spring seat. Chromium band decoration.

PEDESTAL BASE—B-23-E — all-chromium base unit with tripod. Also available in enamel finishes.

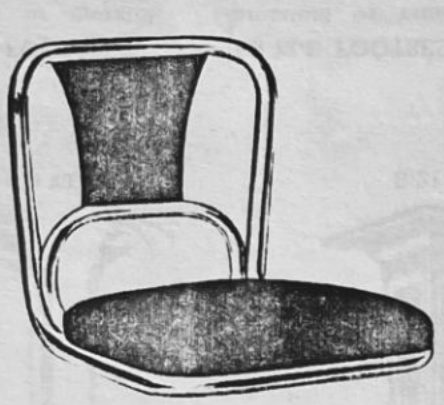
Heights Complete — 19½", 21½", 24", 27", 30".

PEDESTAL STOOL

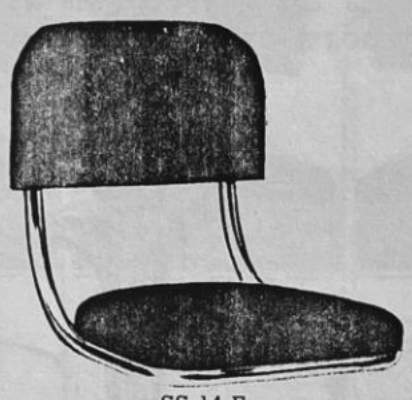
SEAT — SS-18-ES — 13½" diameter; 4" deep. "No-sag" spring seat.

PEDESTAL BASE—B-22-E—porcelain base unit with tripod. Also available in enamel finishes or chromium plated.

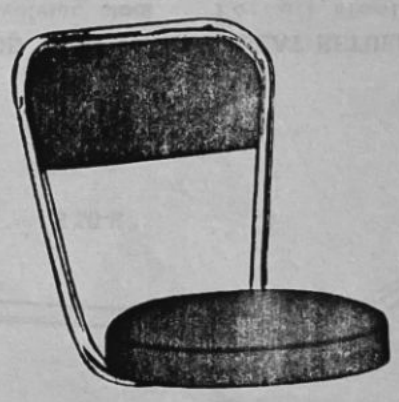
Heights Complete — 21½", 24½", 28½", 30½".



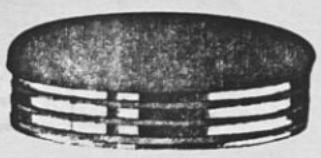
SS-16-E



SS-14-E

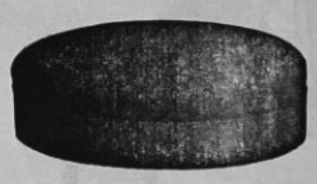


SS-13-E



SS-20-ES

SS-17-E



SS-18-ES

SS-16-E CHAIR SEAT

Seat width, 15½"; depth, 14"; approximate thickness, 2". Back height, 12". ¾" and 1" chromium plated tubular frame.

SS-14-E CHAIR SEAT

Seat width, 14½"; depth, 13½"; approximate thickness, 2". Back height, 13". ¾" chromium plated tubular frame.

SS-13-E CHAIR SEAT

Diameter of seat, 13"; approximate thickness 2". Back height, 13½". ¾" chromium plated tubular frame.

SS-20-ES STOOL SEAT

"No-sag" spring seat. Chromium band decoration. 13½" diameter. 4" deep.

SS-17-E STOOL SEAT

Padded seat. 13½" diameter. 4" deep.

SS-18-ES STOOL SEAT

"No-sag" spring seat. 13½" diameter. 4" deep.

LLOYD CHROMIUM FURNITURE

FR-21-E

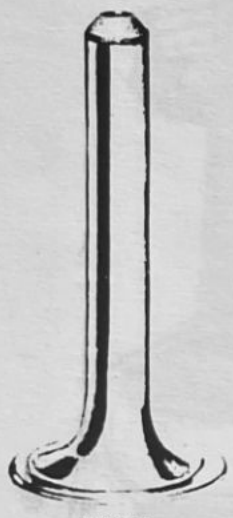
FR-22-E

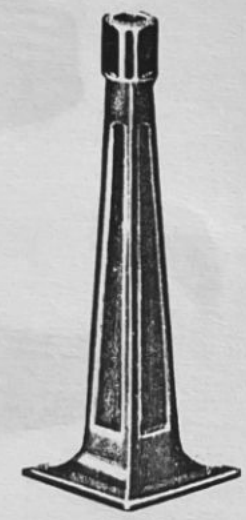
FR-23-E

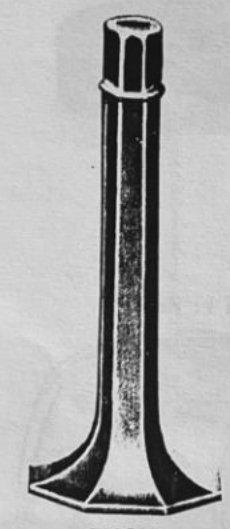
FR-24-E

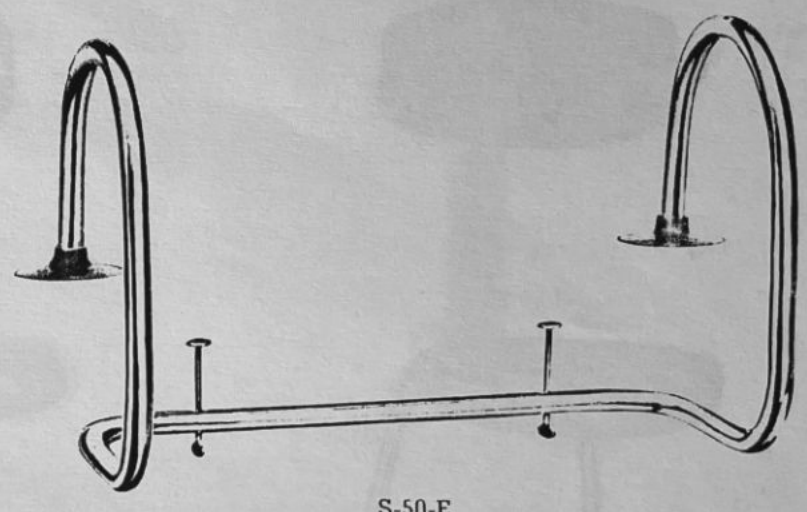
26613

847


B-23-E


B-21-E


B-22-E


S-50-E

FR-21-E FOOTREST
Chromium or enamel footrest for use with base B-21-E. Projects 7½".

FR-22-E FOOTREST
Chromium or enamel footrest for use with base B-22-E. Projects 7½".

FR-23-E FOOTREST
Chromium or enamel footrest for use with base B-23-E. Projects 5½".

FR-24-E FOOTREST
Chromium or enamel footrest for use with base B-23-E. Projects 5½".

TRIPOD 26613
For all revolving stool seats without backs.

SEAT RETURN 847
For all stools with backs.

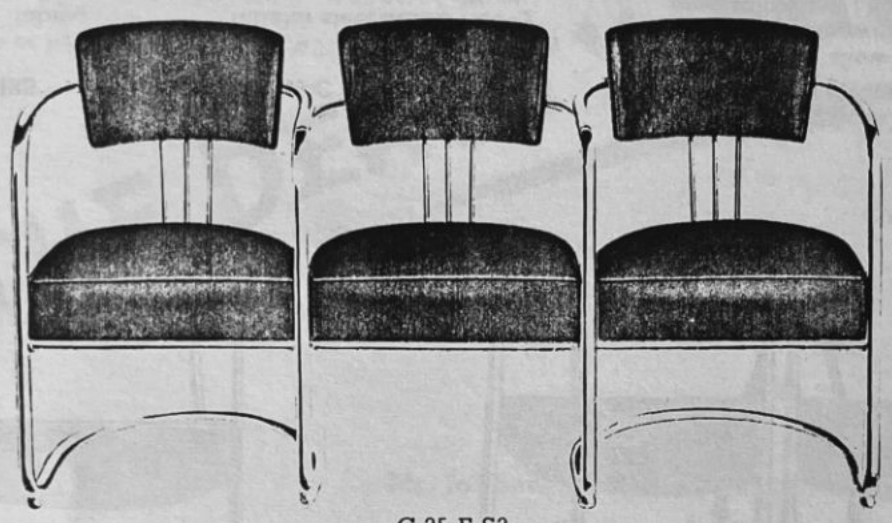
B-23-E PEDESTAL BASE
All chromium base unit. Also available in enamel. May be used with either tripod or seat return.
Heights including tripod or seat return — 15½", 17½", 20", 23", 26", 29".

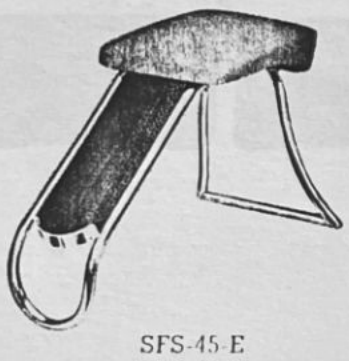
B-21-E PEDESTAL BASE
All-porcelain base unit. Also available in chromium or enamel. May be used with either tripod or seat return.
Heights including tripod or seat return—17½", 20½", 24½", 26½", 29½".

B-22-E PEDESTAL BASE
All porcelain base unit. Also available in chromium or enamel. May be used with either tripod or seat return.
Heights including tripod or seat return—17½", 20½", 24½", 26½", 29½".

S-50-E BAR STALL
Attaches to bar with vacuum cups and thumb screws. Inside width, 23". 1" chromium plated tubing.

LLOYD CHROMIUM FURNITURE


C-35-E-S3


SFS-45-E

The alert shoe merchant appreciates the importance of providing furniture in keeping with the merchandise he sells — comfortable as well as attractive. Cheerful and bright, this Lloyd Chromium-plated Furniture does much to create a warm, friendly atmosphere for the store.

SFS-45½-E

SFS-45-E SHOE FITTING STOOL

Padded seat. ¾" chromium plated tubular steel frame. Ribbed rubber footrest.

Seat width, 10½"; length, 11½"; height from floor, 13½". Rubber footrest is 4½" wide and 12" long.

C-35-E-S3 SHOE FITTING CHAIRS

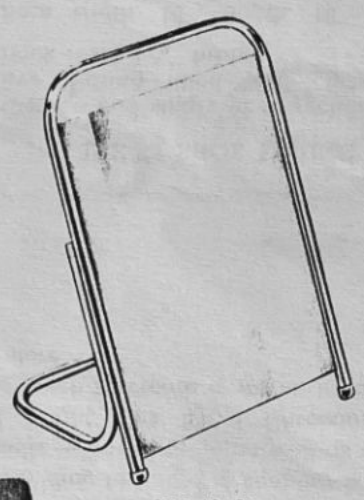
Can be had singly or in sections of three or five. Spring-filled seat cushion. Padded back rest. $1\frac{1}{16}$" tubing.

Seat width, 18"; depth, 18"; height from floor, 17½". Back height, 16". Overall width, in sections of three, 59"; sections of five, 97½".

SFS-45½-E SHOE FITTING STOOL

Padded seat with chromium edging. ¾" chromium plated tubular steel frame. Ribbed rubber footrest.

Seat width, 10½"; length, 11½"; height from floor, 13½". Rubber footrest is 4½" wide and 12" long.



SM-46-C

C-61-F-S3

C-93-H-S3

C-61-F-S3 SHOE FITTING CHAIRS

Can be had singly or in sections of three or five. "No-sag" spring in seat. Padded back. 1" tubing. Seat width, 17"; depth, 17"; height from floor, 17". Back height, 14½". Overall width in sections of three, 55½"; sections of five, 91½".

SM-46-C SHOE MIRROR

Has ¾" chromium plated tubular steel frame. Heavy mirror, ¼" thick. Width, 14"; height, 18". Height of frame overall, 22½".

C-93-H-S3 SHOE FITTING CHAIRS

Illustrated to show installation. Furnished as individual units with clamp attachment for easy assembling of chairs in any desired grouping. See price list.

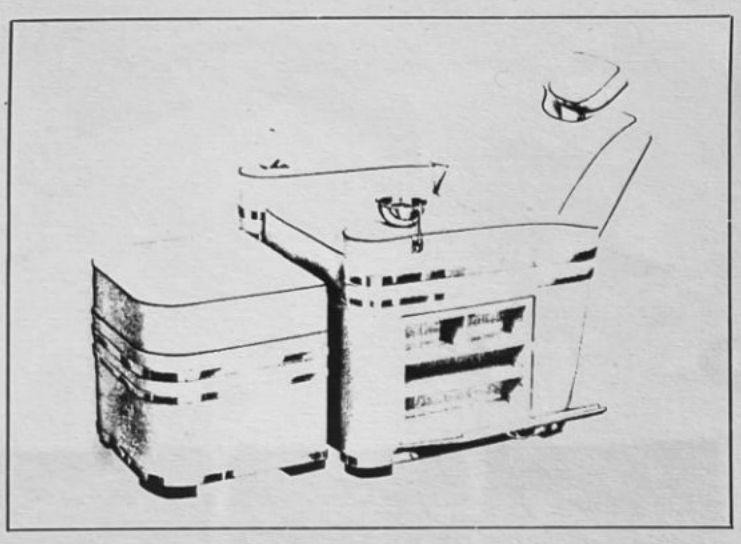
"No-sag" spring in seat. Curved, padded back. 1" tubing.

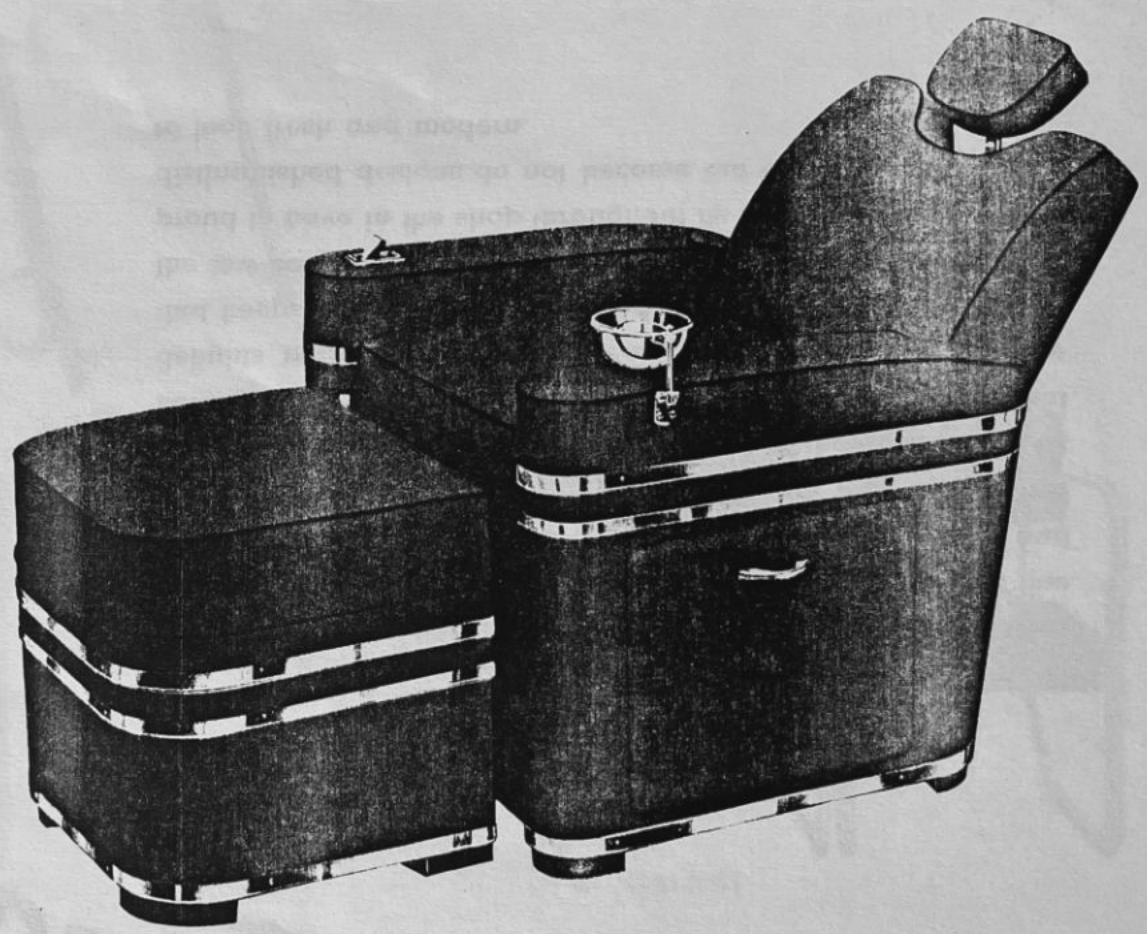
Seat width, 18"; depth, 18"; height from floor, 17½". Back height, 16". Overall width in sections of three, 62"; each additional chair, 20½".

FOR THE BEAUTY SHOP

Mr. Jobber, here is a line of furniture you can sell with ease — at a fair profit — and be proud to offer. The Lloyd line is a line you can "live with." For you can go back to your customers and find them satisfied, happy they chose Lloyd. Not disgruntled and difficult . . . The reasons are many, but they boil down to: Beauty that matches the most distinguished salon, Comfort that delights patrons and keeps them coming back, Convenience that keeps operators satisfied, and Durability that makes Lloyd the low-cost, long-term line . . . Lloyd is a line the proprietor is proud to have in the shop throughout its long life, for the sound, distinguished designs do not become out of date, but continue to look fresh and modern.

* * * * * *





O-92-H FC-92-H

O-92-H OTTOMAN

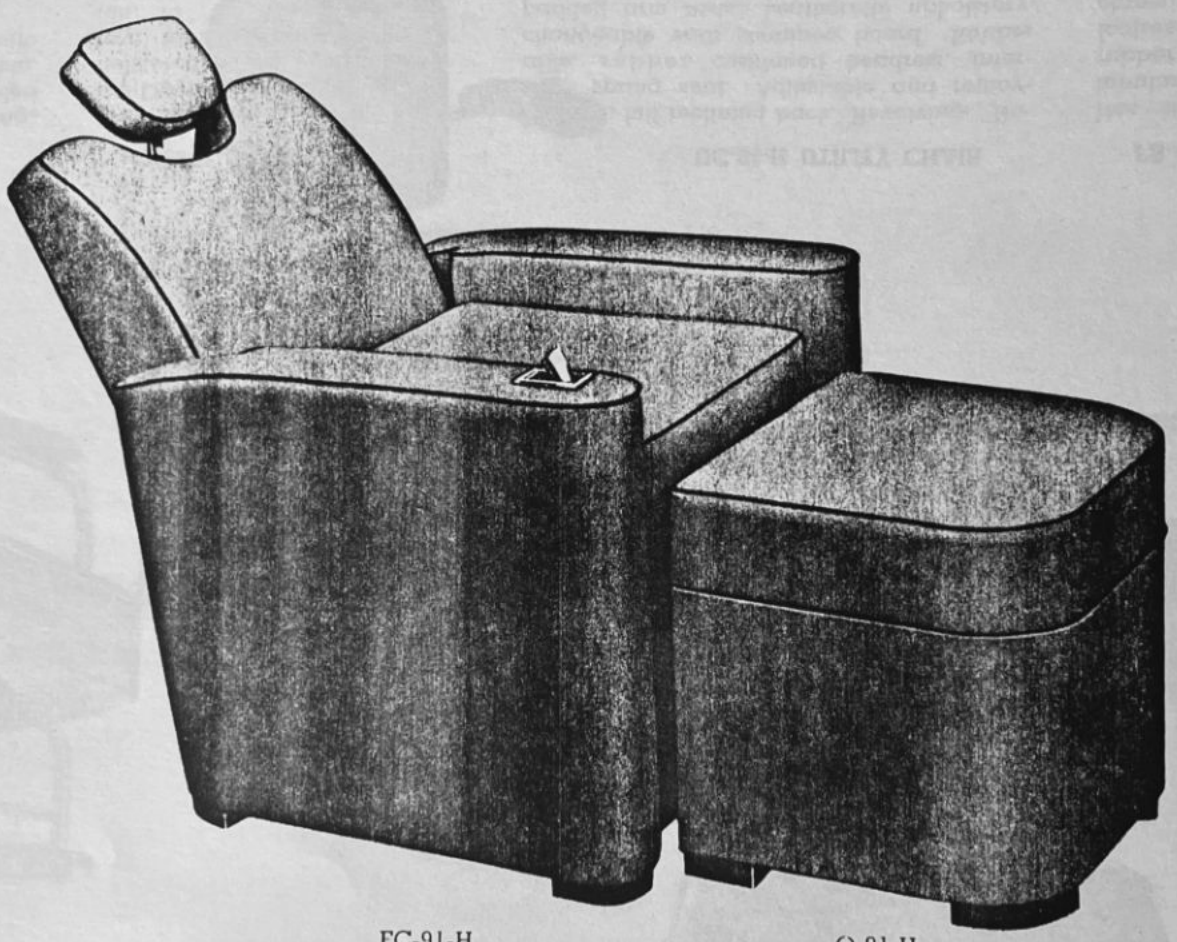
"No-sag" spring cushion. Chromium trimming same as on facial couch. Leatherette upholstery matches FC-92-H in color combinations. Width, 21"; depth, 19½"; height, 21".

FC-92-H FACIAL COUCH

Upholstered in colored leatherette combinations with contrasting or self welts, and trimmed with chromium plated bands. Equipped with set-in ash tray. Electrolysis bowl furnished at extra cost. (See price list.) Has spring-filled, removable seat cushion, spring under construction, and spring-filled back. Rubber padded arm rests. Adjustable and removable rubber cushioned headrest. Full reclining back adjusts to any desired position and firmly locks.

Built-in cosmetic cabinet measures 12" high and 14½" wide. Has two shelves, bottom shelf being adjustable to three positions.

Seat width, 21"; depth, 21½"; height from floor, 22½". Back height, 17½". Floor space required (back fully reclined and ottoman included), 33" x 66".



FC-91-H O-91-H

FC-91-H FACIAL COUCH

Leatherette upholstery in choice of color combinations, with contrasting or self welts. Equipped with set-in ash tray. Electrolysis bowl furnished at extra cost. (See price list). Has spring-filled, removable seat cushion, spring under construction, and spring-filled back. Rubber padded arm rests. Adjustable and removable rubber cushioned headrest. Full reclining back adjusts to any desired position and firmly locks.

Seat width, 21"; depth, 21½"; height from floor, 22½". Back height, 17½". Floor space required (back fully reclined and ottoman included), 33" x 66".

O-91-H OTTOMAN

"No-sag" spring cushion. Leatherette upholstery matches FC-91-H in color combinations. Width, 21"; depth, 19½"; height, 21".

FC-93-H

O-38-H

UC-94-H

FS-46-D

FC-93-H FACIAL CHAIR

Spring-filled seat cushion and spring-filled, reclining back. Rubber padded arm rests. Adjustable and removable, rubber cushioned headrest. Leatherette upholstery. 1" tubing.

Seat width, 19"; depth, 19"; height from floor, 18". Height of back, 17".

O-38-H OTTOMAN

May be used with any of the Lloyd tubular steel upholstered chairs. Stationary, "No-sag" spring cushion, 15" x 20". Height, 15½". 1" tubing.

UC-94-H UTILITY CHAIR

Padded, full reclining back. Revolving, "No-sag" spring seat. Adjustable and removable, rubber cushioned headrest, interchangeable with shampoo board. Rubber padded arm rests. Leatherette upholstery. ¾" and 1" tubing.

Seat width, 20"; depth, 18". Adjustable in height from 18" to 25". Back height, 16".

NOTE: Casters supplied at small extra cost. Please specify if desired.

FS-46-D FOOTSTOOL

Has sturdy chromium plated tubular frame, equipped with rubber feet. Ribbed rubber footrest, 13" x 10½", with chromium border. ¾" tubing. Height at low point, 7½"; high point, 13".

LLOYD CHROMIUM FURNITURE

RC-95-H

RC-96-H

LR-97-H

SC-90-E

RC-95-H REVOLVING CHAIR

"No-sag" spring in seat. Padded, non-adjustable back. Will accommodate shampoo board attachment. Enameled wood arm rests. Leatherette upholstery. ¾" and 1" tubing.

Seat width, 18"; depth, 19"; adjustable in height from 18" to 25". Back height, 16".

NOTE: Casters supplied at small extra cost. Please specify if desired.

RC-96-H REVOLVING CHAIR

Spring-filled, revolving seat. Softly padded, non-adjustable back. Rubber padded arm rests. Leatherette upholstery. ¾" and 1" tubing.

Seat diameter, 20"; adjustable in height from 17" to 24". Back height, 17".

NOTE: Casters supplied at small extra cost. Please specify if desired.

LR-97-H LEG REST

1" chromium plated tubular steel frame, equipped with rubber feet. Padded leg rest, 13" x 14", upholstered in leatherette. Height at low point, 7"; high point, 13".

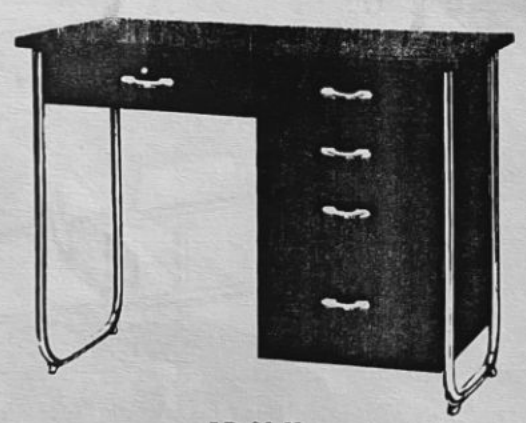
SC-90-E SHAMPOO CHAIR

Padded back of this chair reclines automatically to fit shampoo bowl. Spring-filled seat. Leatherette upholstery. 1" tubing. (May be had with shampoo board attachment at extra cost. See price list.)

Seat width, 19"; depth, 19"; height from floor, 17½". Height of back, 17".

With this gleaming Lloyd Chromium-plated Furniture the beauty parlor operator can create that smart atmosphere so important to real success in this business. Strikingly beautiful, these pieces also have that luxurious comfort that desirable patrons demand. Then, too, they have that look of shining, sanitary cleanliness.

MT-47½-H



AD-29-H

PT-48½-H

MT-47½-H MANICURE TABLE

Formica top with stainless steel edge, size 14" x 28". Height, 30". Two drawers (one for use as sterilizer), 8¼" wide, 11" long, 3¼" deep. Chromium plated drawer pulls and guard rails. $1\frac{1}{16}$" tubular legs. Furnished with chromium plated arm lamp and movable finger bowl, as illustrated.

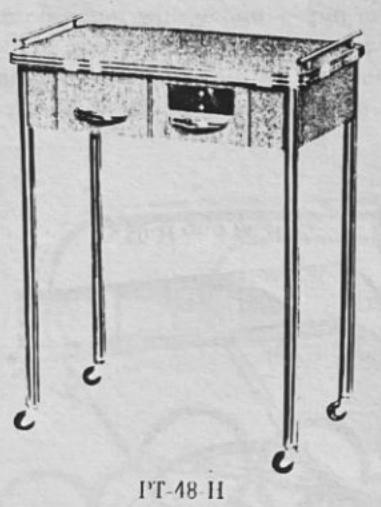
AD-29-H APPOINTMENT DESK

Plywood top and drawers in choice of stain or enamel finishes. Can also be had with formica top and stainless steel edge. Top left drawer is equipped with lock. 1" tubing. Size of top, 22" x 40". Height, 30".

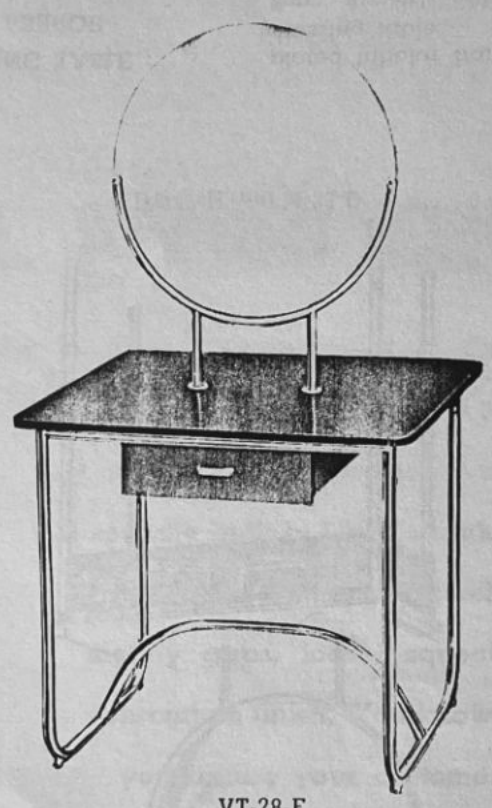
PT-48½-H PORTABLE MANICURE TABLE

Formica top with stainless steel edge, size 14" x 24". Height, 30". Two drawers (one for use as sterilizer), 6¼" wide, 11" long, 3¼" deep. Chromium plated drawer pulls and guard rails. $1\frac{1}{16}$" tubular legs, equipped with casters. Furnished with chromium plated arm lamp and movable finger bowl, as illustrated.

LLOYD CHROMIUM FURNITURE



PT-48-H



VT-28-F

MT-47-H

PT-48-H PORTABLE MANICURE TABLE

Formica top wth stainless steel edge, size 14" x 24". Height, 30". Two drawers (one for use as sterilizer), 6¼" wide, 11" long, 3¼" deep. Chromium plated drawer pulls and guard rails. $1\frac{1}{16}$" tubular legs, equipped with casters.

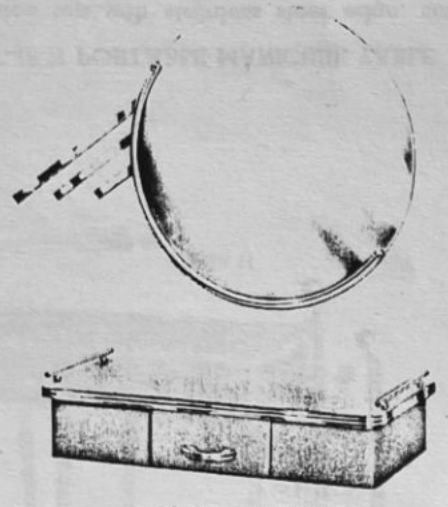
VT-28-F VANITY TABLE

Table illustrated with enameled wood top without metal edge. Also available with formica top and stainless steel edge. 24" double-faced mirror in center of table. Drawer on each side measures 10" x 14½" and has chromium plated drawer pull. $1\frac{1}{16}$" tubing. Top, 29" x 33½". Height, 30".

MT-47-H MANICURE TABLE

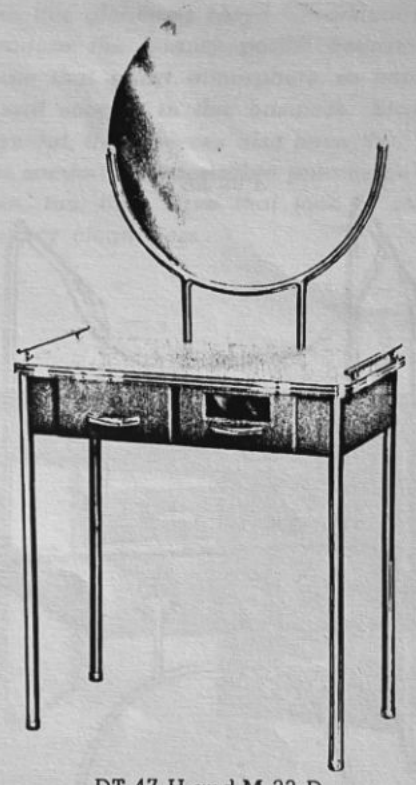
Formica top with stainless steel edge, size 14" x 28". Height, 30". Two drawers (one for use as sterilizer), 8¼" wide, 11" long, 3¼" deep. Chromium plated drawer pulls and guard rails. $1\frac{1}{16}$" tubular legs.

LLOYD CHROMIUM FURNITURE

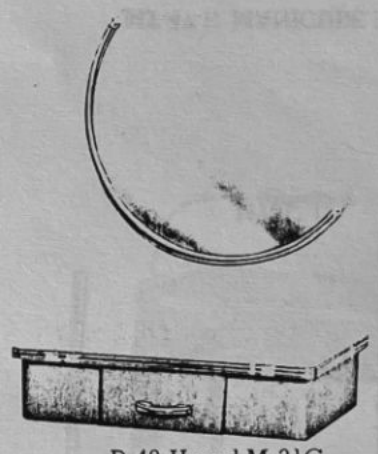


D-50-H and M-30-C

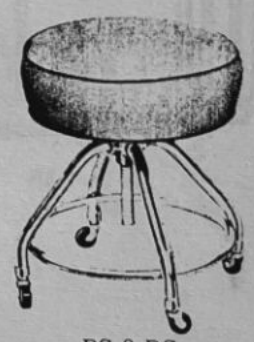
Wise is the proprietor who installs Lloyd Chromium-plated Furniture — one piece or many. For here is a sound investment — not only in customer satisfaction — but in long-term service as well. Low in initial cost, Lloyd becomes even more economical when its cost is spread over many years of service.



DT-47-H and M-33-D



D-49-H and M-31C



RS-2-DS

D-50-H DRESSERETTE

Formica top with stainless steel edge, size 14" x 28". One drawer, 8¼" wide, 11" long, 3¼" deep. Chromium plated drawer pull and guard rails.

M-30-C MIRROR

24" plate glass wall mirror with ¾" chromium plated tubular frame.

DT-47-H DRESSING TABLE AND M-33-D MIRROR

Formica top with stainless steel edge, size 14" x 28". Height, 30". Two drawers, 8¼" wide, 11" long, 3¼" deep. Chromium plated drawer pulls and guard rails. 1 1/16" tubular legs. 24" plate glass mirror is encased in ¾" chromium plated tubular frame fastened to dressing table.

NOTE: Available without mirror under DT-47-H.

RS-2-DS UTILITY STOOL

Spring-filled, revolving seat, 14" in diameter. Adjustable in height from 18" to 25". Equipped with casters. Chromium plated brace ring. 1" and ¾" tubing.

D-49-H DRESSERETTE

Formica top with stainless steel edge, size 14" x 24". One drawer, 8¼" wide, 11" long, 3¼" deep, with chromium plated drawer pull.

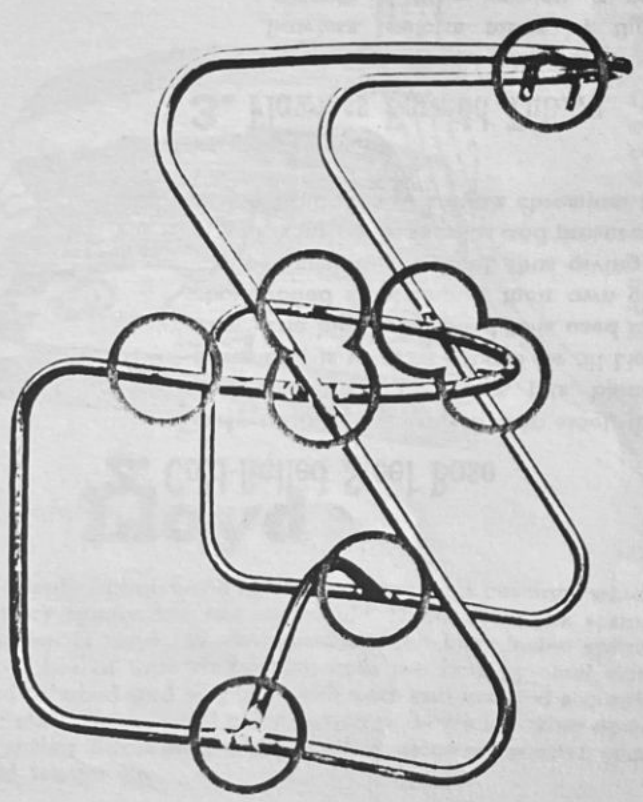
M-31-C MIRROR

24" plate glass wall mirror with ¾" chromium plated tubular frame.

The finest materials and sound construction

1. WELDED JOINTS

All joints on Lloyd Chromium-plated Furniture are torch-welded or tightly bolted to insure rigid, lasting construction. Every piece of this great furniture is soundly built to Lloyd's high-quality specifications. The superior bolting and torch welding eliminate unsightly gaps, loose, squeaky joints, and chipped chromium finish. You know when you buy Lloyd that you assure your customers of complete and lasting satisfaction because the excellent welded and bolted joints do not "break-down."



2. Cold-Rolled Steel Base

Finely grained cold-rolled strip steel, the kind of steel most free from mars, pits, blemishes and abrasions, is used as a base for all Lloyd Chromium. The highly polished rolls used in producing cold rolled steel impart their own characteristic smoothness to the steel, thus giving it a surface which further magnifies and preserves the gleaming brilliance of Lloyd's chromium finish.

3. Flawless Formed Tubing

Flat strips of cold-rolled steel are shaped into flawless, uniform tubes by the Lloyd-patented process of tube forming, a process now used throughout the world by manufacturers of products requiring quality steel tubing. This process was specially developed by Lloyd to protect the original fine grain structure and high polished surface of cold-rolled steel from being marred, blemished or broken in any way.

4. Seamless Tubing

A smooth, seamless surface around the entire tube is given to all Lloyd steel tubing by the Lloyd-invented automatic oxy-acetylene tube welding process. Not needing to pay royalty on this process, Lloyd can use better materials and still meet competitive prices. This process acknowledged in the industry as the best method of obtaining a perfect seamless seal, is now in use throughout the world.

5. Lloyd-Specification Plating

Lloyd Chromium is heavily plated to endure. Rigid factory standards are maintained in the plating of this fine furniture. You can assure lasting service and satisfaction — the chromium will not chip or dull as chromium of less heavy plating will do. Lloyd Chromium retains its lustrous beauty and glass-smooth finish for many years.

6. Patented Lloyd Spring Base

Many Lloyd Chromium-plated chairs are furnished with the Lloyd patented spring base, which, when used, gives a pleasant, gentle rocking motion to the chair. Considered one of the greatest innovations in chair manufacture, these spring bases are made from finest grade, oil-tempered heavy spring steel. All Lloyd spring base cross bars are arc-welded (not bolted) to side members for greater rigidity. The manufacture of these spring bases is protected under U. S. Patent, Re. 19,141, April 17, 1934.

7. Chain-Link Spring Construction

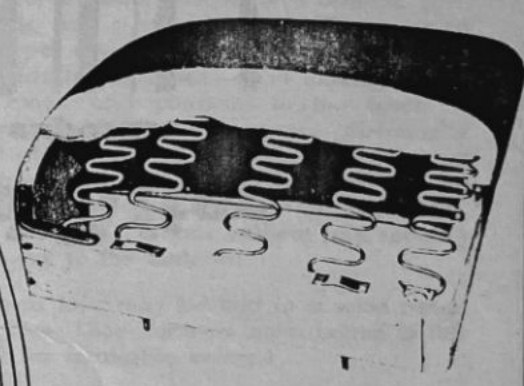
The coils making up each Lloyd spring cushion are fastened to one another at the top by wear resistant chain links (instead of rope or wire). At the bottom, they are held in place by steel slats (instead of wood and staples) so formed that each coil is inserted securely into the slat. This prevents any possible breaking down of the spring through spreading, thus assuring greater comfort and longer life.

Three Splendid Spring Constructions

To *keep* your customers happy **Lloyd** gives you these quality safeguards

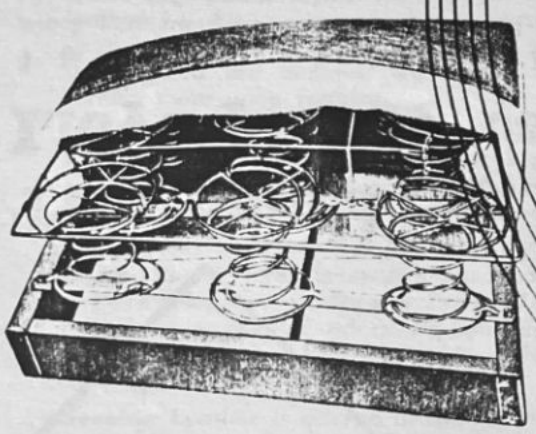
Marshall

On all deeply upholstered spring seat and back cushions which are removable, Marshall type spring construction is used. This spring is filled with individual spring coils, each in a burlap or cotton cloth unit. These units are securely tied to one another and to the frame. The result is a cushion uniform in shape — with perfect corners, even sides and level surfaces — a cushion highly resilient, luxuriously soft and comfortable and constructed to last for many years.



No-Sag

On spring-filled seats and backs not deeply upholstered and which would ordinarily take padded construction, "No-sag" spring construction is used. The "No-sag" spring is an advancement over the padded seat or back in that it makes a thin cushion, yet gives spring coil comfort. Made up of curved steel wire strands, "No-sag" springs offer a smooth, uniform surface for the covering material. They do not break, bend or sag and provide a positive, comfortable support for the body



Lloyd

On all deeply upholstered spring seat and back cushions which are neither removable nor reversible, Lloyd chain-link spring construction is used. Wear-resistant chain links fasten spring coils together at top. At bottom, coils are held by steel slats (instead of wood and staples) with each coil inserted securely into the slat. This special construction prevents breaking down of the spring through spreading, thus assuring greater comfort and longer life.

FILLING: Nothing but highest grade materials are used for filling. On the Lloyd and "No-Sag" constructions, burlap is nailed over the spring. A sisal pad is then laid over the burlap. Sisal and cotton filler are next applied, and then the upholstering material. In the Marshall type removable spring cushion, a sisal pad completely covers the unit — top, bottom, sides and ends. The burlap and sisal pads prevent the cotton filling from falling down and packing between the springs and thus protects the cushion against breakdown.

Long-lasting lustrous chromium

Two punishing tests prove Lloyd plating can "take it"

1 In the illustration at the right you see Lloyd Chromium-plated Furniture which was subjected to some of the most rigorous wear any furniture has ever been called on to take.

In this location at the Hall of Communications, many other popular spots at the New York World's Fair and the Golden Gate Exposition, Lloyd Furniture offered welcome rest to countless weary sightseers. Day after day they came, for two long seasons, yet the Lloyd Furniture came through with flying colors.

2 On January 2, 1936, five new chromium plated tubes were hung outside a window at the Lloyd plant. These tubes all LOOKED alike, but actually carried different thicknesses of chromium plating and nickel and copper underplating. (See pictures on this page at right.) For test purposes, these tubes were exposed to abusive weather elements such as rain, sun, snow, wind, heat and cold for two years, not being taken in until January 3, 1938. The results are interesting:

Only tube No. 5, plated according to LLOYD SPECIFICATIONS — as in all Lloyd chromium furniture — showed no evidences of corrosion. This clearly demonstrates that no matter how bright chromium furniture may look when new, only when it carries the proper thicknesses of chromium plating and nickel and copper underplating will it retain its lustrous finish year after year. (See feature No. 5 on page 63.)

Lloyd Chromium-plated Furniture in the Hall of Communications at New York World's Fair, one of many installations of this popular furniture at the Fair.

Before and After

2 years outdoor exposure

The [illegible] looked [illegible] when new.

All chromium plated frames are made of cold rolled steel, automatically formed and welded into a seamless steel tube. Chromium plated tubular frames measure either ¾", 1" or $1\frac{1}{16}$" in diameter. You will find the diameter measurement given in the individual description of each item.

Both back and seat cushions on all Lloyd Chromium furniture are made to give utmost comfort and relaxation to users without sacrificing in any way long, economical service. See page 64. The kind of cushion available on each Lloyd item is given in the individual descriptions.

Most of the chromium plated items are illustrated in Loydtex or Redo leatherette. All pieces can also be secured in genuine leather. If coverings other than those listed are desired, we will gladly furnish them upon request.

Loydtex: Please refer to swatch card bound in this book for your color selections. Where necessary on special orders, we can furnish colors other than those listed on the swatch card.

Redo: Please refer to swatch card bound in this book for your color selections. Where necessary on special orders, we can furnish colors other than those listed on the swatch card.

Genuine Leather is offered in two excellent quality, beautifully grained coverings.

Eagle-Ottowa Dixie Buffed is available in:

D-221 Bone	D-252 Dark Red
D-259 Yellow	D-371 Light Green
D-374 Brown	D-372 Dark Green
D-277 Rust	D-370 Royal Blue
D 373 Light Red	D-95 Black

Eagle-Ottowa Top Grain in:

AD-1 White	BC-100 Light Green
BC-79 Yellow	BC-15 Dark Green
BC-38 Brown	BC-90 Light Blue
BC-37 Rust	BC-97 Dark Blue
BC-62 Light Red	AD-20 Black
BC-45 Dark Red	

Wood Parts All wood used on Lloyd Chromium plated furniture for arm rests, table tops, etc., is carefully selected clear grain hardwood. After being sanded, buffed and finished by experienced craftsmen, wood parts are as smooth and beautiful as their chromium frames.

PLYWOOD TOPS on Lloyd Chromium plated tables, desks, etc., are specially treated to add years of serviceable, satisfactory life. They are built of hardwood plys, are carefully belt sanded, then finished with alcohol-proof and heat resisting lacquer in a wide variety of colors. To maintain their original lustre and smooth surface, apply a good wax polish.

Plywood Tops are available with stainless steel edging as well as without. (See price list).

A newly developed ACID-TONE BLACK synthetic finish, highly resistant to burns, fruit juices, alcohol and acid stains is available at small extra charge. The surface is exceptionally hard and smooth and is not easily marred.

Stainless Steel Edging will not rust, neither will it mark or soil clothing through contact. It adds considerably to the appearance of a top and protects the edge from damage.

Formica Tops provide beauty and long service. They have enabled table tops to contribute something to the decorative treatment of the room.

Formica is a modern plastic finishing material made with phenolic or urea resinoids and cured under 350 degrees of heat, Fahrenheit, and a pressure of 1100 pounds or more per square inch. It is a hard, dense, and durable material—good looking, colorful, clean and pleasant to the touch. It offers a smooth, non-porous, chemically inert and lasting covering—a covering that is stain and spot proof. Formica can be washed with soap and water or other ordinary cleaning solutions without any spotting or injury to the material.

Formica tops may be had in a wide range of colors. (See Formica insert bound in this book for available colors.)

A Cigarette-Proof grade of Formica sheet has been developed which makes it possible at slight additional cost to guarantee tops against burning or spotting by lighted cigarettes.

Unless the table design does not lend itself to same, stainless steel edging is regularly supplied with Formica tops.

Lloyd Chromium plated Furniture is easy to keep fresh and clean. Back and seat cushions upholstered in Loydtex or Redo leatherette need only to be washed occasionly with lukewarm water and any mild soap. NEVER USE cleaning fluids or polishes. When dusting, use a dry cloth.

To bring out maximum brilliance of chromium, use a good wax polish.

All chromium surfaces can be kept brilliant indefinitely merely by wiping regularly with a dry cloth. Wood and Formica surfaces are cleaned in the usual way.

See price list accompanying this catalog.

All shipping weights for individual items appear in the price list.

Overall space required for individual pieces or combination groupings of pieces other than those given on pages showing "Lloyd Floor Plan Groupings" (following page 34) will be furnished upon request.

Loydtex and Redo leatherette may be specified by color or combination of colors wanted; that is, pieces may be had with seat in one color, seat boxing in a contrasting color, back to match the seat cover and back boxing to match the seat boxing. Upholstered arms in such cases may be had to match the seat or back covers or in any contrasting color desired. Unless otherwise specified, welts will match seat and back upholstery.

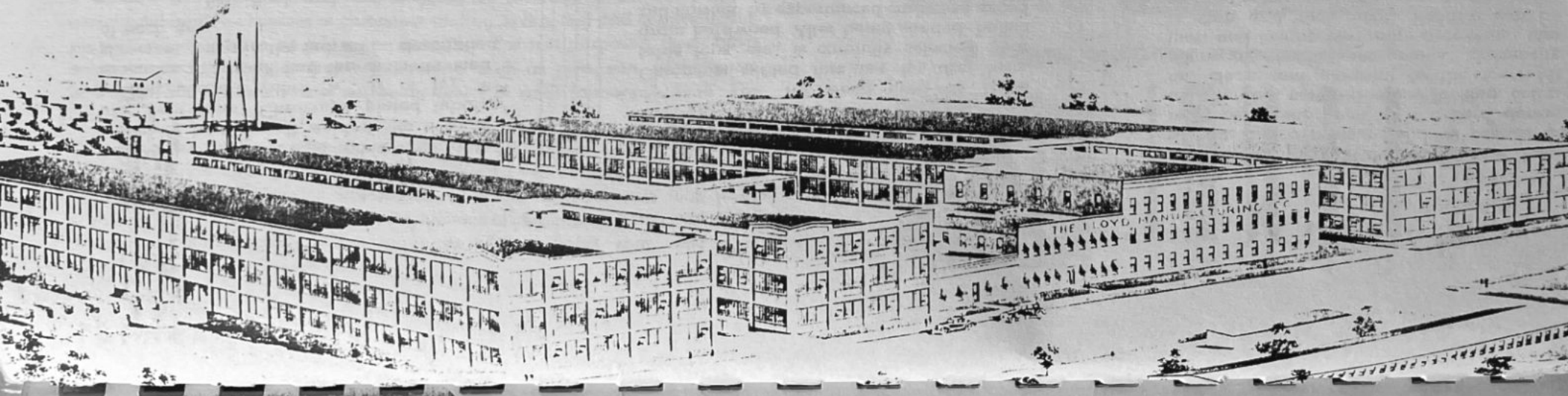
If contrasts are not specified, pieces will be furnished in keeping with color selections by our stylists.

To facilitate quick and correct delivery of Lloyd merchandise, may we suggest in preparing order specifications you note the following: the exact pattern number; in cushioned pieces, the kind of covering and color or combinations of colors wanted; and the welt color desired. When specifying colors of Redo or Loydtex leatherettes, we suggest that each be identified with color numbers appearing on swatch cards in this book. On items having tops please specify kind and color of top wanted, size, and, in the case of plywood tops, whether a stainless steel edging is desired. When ordering pedestal stools, specify desired height, and please state also whether floor base is wood or concrete.

Besides Chromium plated furniture, other nationally-known Lloyd products are Outdoor furniture; Upholstered furniture (Rock-a-Feller Chairs); Fibre furniture; Baby Carriages and Beach Carts. Catalogs which illustrate and describe the products not appearing in this catalog will be sent upon request.

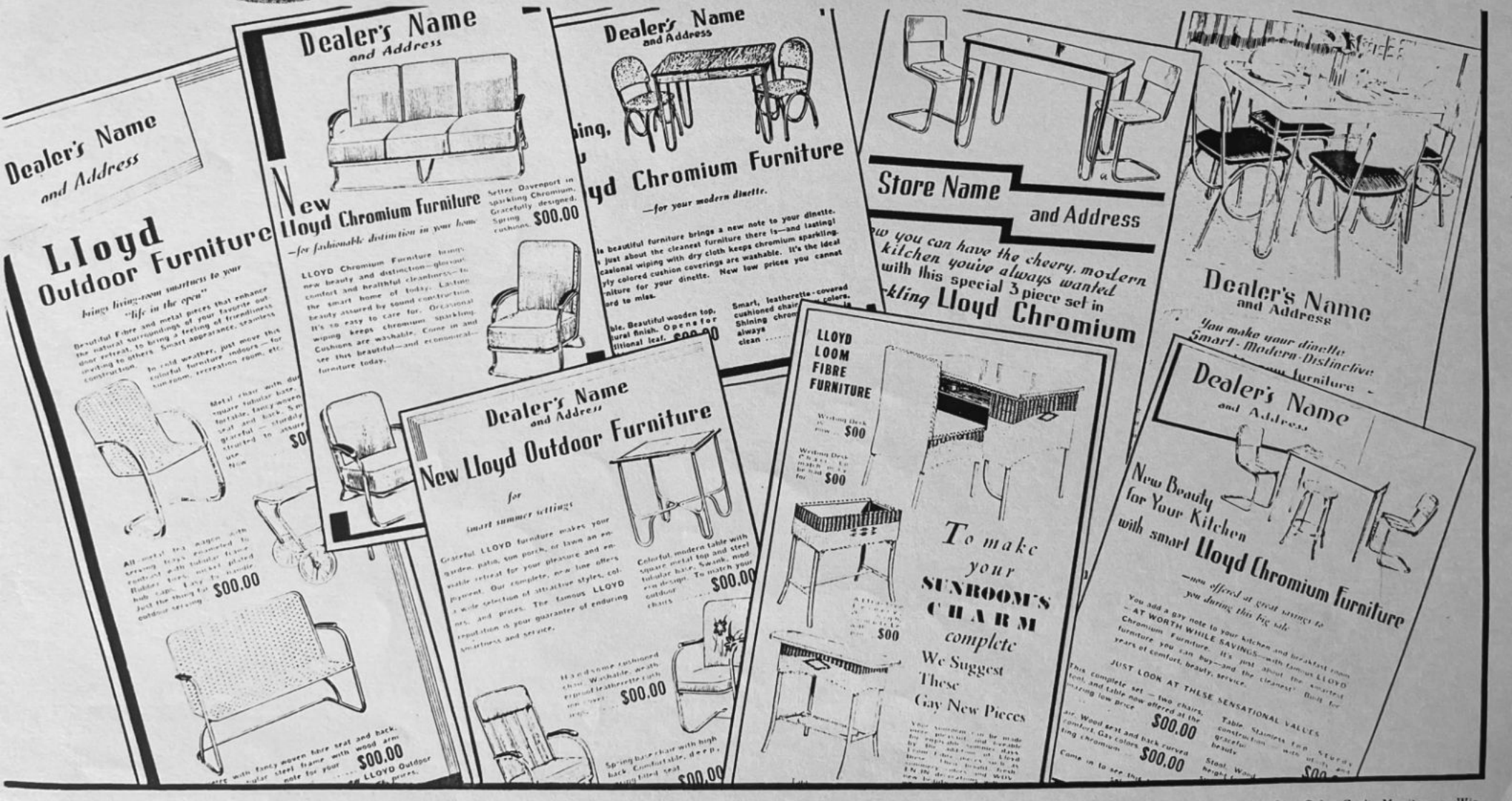
Lloyd Displays and Branch [illegible]

- Chicago — American [illegible]
- New York — New York [illegible]
- Los Angeles — [illegible]
- San Francisco — [illegible]
- High Point — Furniture [illegible]
- Minneapolis — Northwestern [illegible]



—and to help you pull interested prospects into your store

free newspaper mats



Spiral Binding Lic. Color Craft, Manitowoc, Wis.
U. S. Patents Nos. 1516932, 1942026, 1985776
Other Patents Pending